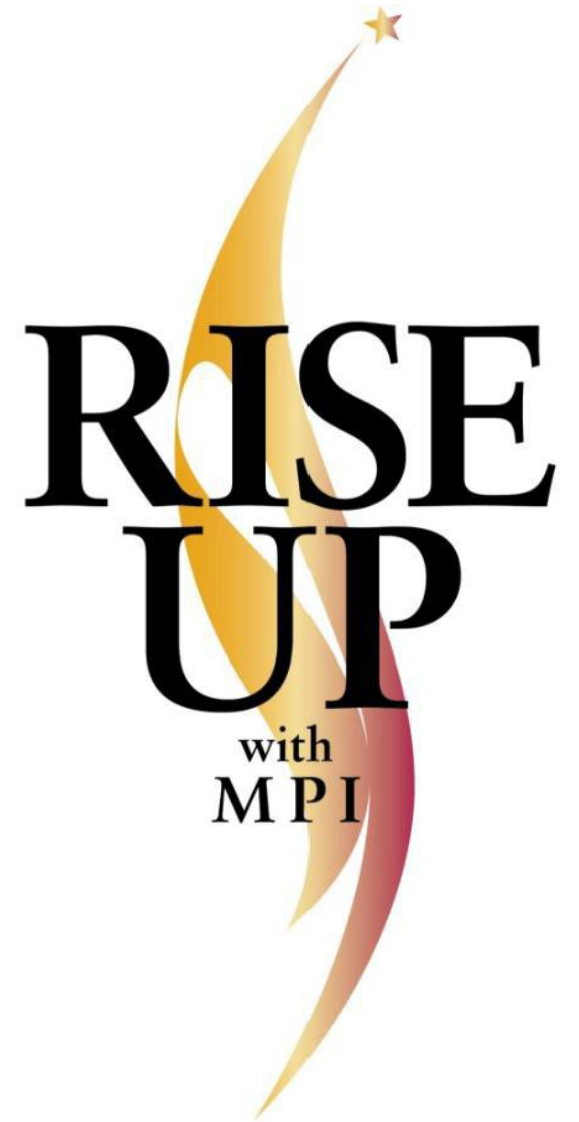


Caribe Mexicano Chapter Industry Advocate

2022-2023



Caribe Mexicano Chapter

Industry Advocate

Overview: The Caribe Mexicano Chapter was instrumental in the destination recovery from the pandemic. The board worked side by side with the Ministry of Tourism to help implement safety protocols for events, ultimately becoming the first destination to receive the Global Safety Stamp. The chapter continues to prove the value of the MICE industry to their destination and serves as an advisor to local authorities.

The VIVE MICE hosted buyer program was created to showcase the properties and venues in the destination. Working diligently with members of the hospitality community showing them the value of MPI membership and continually sharing success stories of the chapter to get the word out which helps to grow the sponsorship and partner base. The key to their success is the buy-in from everyone involved and everyone having an understanding of the strategic plan.

Objective: To generate business exchange opportunities, networking and awareness to the MICE industry in the region.



Caribe Mexicano Chapter

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Results:

- Worked with the meetings media, putting the chapter in the international spotlight.
- Emergency preparedness policies are in place which help to put the planners at ease.
- Recovery to the destination is expected to be at 100% in 2023 with more than 300,000 events in the country.
- Created strong partnerships with the CVB, government agencies, properties, venues, transportation and activities, these sponsorships equaled \$360K in USD which financially supported the program.
- Great survey results from the hosted buyers.
- Worked with other MPI Chapter in the US to help promote the event.
- 210 applications were received, 98 buyers were hosted. 900 business meetings took place between buyers and suppliers.



Caribe Mexicano Chapter

Industry Advocate

Beneficios de los socios MPI

- Educación para el desarrollo profesional en la industria de eventos.
- Experiencia como comunidad global MPI.
- Participación en eventos locales, nacionales e internacionales de desarrollo profesional y networking.
- Mayor perfil profesional para tener la oportunidad de conseguir nuevos trabajos y hacer conexiones laborales e interpersonales.

MPI CARIBE MEXICANO

RIVIERA MAYA MICE

Save the date
01 al 04 de Diciembre 2022

Riviera Maya MPI CARIBE MEXICANO CHAPTER

Recuerda
que del 01 al 04 de Diciembre 2022

RIVIERA MAYA MPI CARIBE MEXICANO CHAPTER

Vive MICE 2022 edición Riviera Maya te espera.

