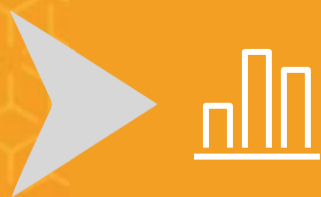


next 
eventos PANROTAS

2019



2019



6

BRAZILIAN
CITIES



1

AN ENTIRE
MORNING OF
KNOWLEDGE



2+2

SPEAKERS SPECIALIZED
IN THEIR AREAS AND
REGIONAL GUESTS



=

CONTENT RELEVANT TO
LOCAL MARKETS



What **PANROTAS Next** is

PANROTAS Next faces the challenge to present the tourism professionals with knowledge, inspiration, and ideas exchange focused on business and opportunities.

Who is the *target audience*?

Travel agencies, tour operators, receptive tour operators, event promoters, corporate travel managers, local representatives of airlines, destinations and the hotel industry, among others.

What is the **method**?

It consists of an interactive method to address the major issues that impact the regional tourism. It presents products for each market in a creative and customized way.









Projected

Growth



PARTICIPANTS

2018	1156	
2017	984	
2016	678	
2015	435	



2019

- **6** Confirmed cities and **3** currently under planning
- **Expected: 100 to 200** participants per city



*Next
stops*



2019 CONFIRMED DATES

- 25 April – ***Porto Alegre***
- 21 May – ***Brasília***
- 22 May – ***Rio de Janeiro***
- 13 June – ***Campinas***
- 26 June – ***Belo Horizonte***
- 07 de August – ***Fortaleza***



Reaching New Markets

➤ *Why these cities?*

- They have a robust **airline network coverage**
- They are major **travel issuing centers**

➤ *What is the potential of these cities?*

- **More than 100 travel agencies** in each city
- **They are centrally located** in regions with high purchasing power

➤ *What is the target audience?*

- Travel distribution chain: agencies, tour operators, hotel industry, and others



Press

Coverage



Each event generates:

- **5 articles on PANROTAS Portal** – short news drafted during the event and published in real time, in addition to photos of the participants, highlighting the engagement of the sponsoring companies with the travel agents
- **1 article on PANROTAS Newspaper** - with the summary of the event, on air the following week for the entire country.
- **1 post-event newsletter** – newsletter with the top moments, sent to 8,000 registered emails



Recycling ideas and
*Inspiring
businesses*





eventos PANROTAS

An Opportunity

For the SPONSORING Company



- An excellent opportunity for engagement with **regional markets**
- A chance to share tips on how to sell more and better products and services
- Consolidation of your brand
- To be face to face with the customer



Investing to
***Multiply
results ...***

Sponsors will be entitled to:

- A logo on the event communications
- a 10-minute presentation during the Next
- Distribute their material on site
- PANROTAS coverage in all its media

Investment per event
R\$ 23,500.00

** Special value when sponsoring 2 or more events. Speak to our commercial team*

📞 11 2764.4820

✉ comercial@panrotas.com.br