

# Melia Hotels International Travel Professionals Section: Conference, workshop and roundtable.

CCRA POWER SOLUTIONS NATIONAL,  
DAY I –THURSDAY, FEBRUARY 6, 2020 / 1:00 PM – 4:00 PM

**MELIÃ**  
HOTELS  
INTERNATIONAL

**MELIÃ**pro  
GOING FOR MORE



FOR



**CCRA  
PowerSolutions  
National**  
GLOBAL TRAVEL INDUSTRY CONFERENCE

# Section 1: “Leisure at heart, business in mind” How Meliá Hotels International is evolving.

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Brands portfolio presentation -  
Openings and renovations

2020: New products and experiences

Insights and trends from our clients' profiles



Presented by:

**Jose Miguel  
Moreno**

Vice President Global  
B2B Sales, Meliá Hotels  
International



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# Section 2: Part 1

## Destination Focus: Punta Cana, Dominican Republic.

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### DISCOVER DOMINICAN REPUBLIC

Best information and details to sell this destination.

Inventory on destination-management services, new excursions programs and events facility.



Presented by:

**Gonzalo  
González**

Managing Partner at BVK in  
representation of Dominican  
Republic Tourism Board



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# Section 2: Part 2

## Destination Focus: Punta Cana, Dominican Republic.

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THE NEW PUNTA CANA:  
HOW THE NEW PARADISUS COMPLEX  
BY MELIA HOTELS INTERNAL  
CHANGED WHAT THE DESTINATION  
HAS TO OFFER.

Punta Cana evolution - Coming projects,  
new offers

Events: innovated experiences and programs



Presented by:

**Markus  
Haack**

Area Sales & Marketing Director  
Dominican Republic, Jamaica &  
Bahamas at Meliá Hotels  
International



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# Section 3: MeliáPro Interactive workshop

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## MELIÁPRO LIVE TRAINING: GET THE BEST FROM OUR CHANNEL.

Dive deep into your meliapro.com profile and learn of all the opportunities available for the benefit of your agency.

Access our offers and strengthen your relationships with your clients by providing the best deals and experiences.

Our new MeliaRewards program: You and your clients can enjoy the benefits.

Solutions for travel agents and travel business owners.

Discover More: Access our webinar schedule, updated news on all Melia Hotels International brands, and how to digitize your agency at our workshops.

Learn more: How social media can help you increase traffic and leads.



Presented by:

**Rebecca Meyers**

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Global Sales, Business Travel at  
Meliá Hotels International



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**Rafael Soria**

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Global B2B Digital Sales & Marketing  
Director en Meliá Hotels International



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# Roundtable: Is your travel business ready for 2020?

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## TOPICS:

A Travel Industry Forecast: What's next for the Travel Industry?

Travel trends: Destinations, resorts, experiences, products, business, and events travelers.

Consumer expectation: The importance of 'next-level' personalization. The challenge of converting new customers.

Digital Presence : Engagement strategy, client data, use of multi-platform and digital channels for travel professionals.



Participate in each  
section and complete  
the event questionnaire  
to receive **TWO  
FREE NIGHTS**  
at our Newest  
Luxury Resort  
in Punta Cana.

DETAILS FOR  
PARTICIPATION AND  
PRIZE WILL BE  
SEND TO YOUR REGISTERED  
PRE-ARRIVAL EMAIL.  
SEE YOU AT THE EVENT!

