



PowerSolutions
CCRA LIVE REGIONAL EVENTS



2024

PowerSolutions Live

Jersey City, NJ | Hyatt Regency Jersey City

Wednesday, July 24, 2024

9:00 AM to 7:30 PM ET

WELCOME

Connect and grow your travel business.

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PRESENTING SPONSOR



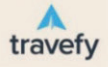
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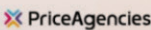
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Event Agenda

9:00 AM **Morning Coffee** sponsored by Marriott Bonvoy



9:30 AM **Registration**

10:00 AM **General Session**



Welcome Remarks: **Peter E. Pincus**



Keynote Speaker: Secretary of Tourism of Mexico,
Miguel Torruco Marqués



Guest Speaker: **His Excellency Mr. Jorge Islas**,
Consul General of Mexico in New York City

10:30 AM **The State of Chihuahua**

11:15 AM **Educational Session** Travefy



Presenter: **David Chait**, CEO & Founder of Travefy



Financial Strategies to Scale

Take your business to the next level by exploring business fundamentals and proven financial strategies to effectively scale your travel business. In this concise yet impactful session you will gain the financial know-how needed for sustainable growth.

11:45 AM **The State of Yucatán**

12:30 PM **Lunch** co-sponsored by Visit Anchorage and CCRA



Presenter: **Kara Troglin**, Tourism Sales Manager

"Alaska & Anchorage By The Numbers"



1:45 PM **Round Table Session**

3:45 PM **The State of Tabasco**

4:30 PM **The State of Veracruz**

5:15 PM **Trade Show/Prize Drawings**

7:00 PM **Reception** sponsored by SECTUR



Greetings by: Secretary of Tourism of Mexico,
Miguel Torruco Marqués

Mariachi Tapatío de Álvaro Paulino sponsored by the
Mexican Consulate in New York City



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Ah Chihuahua!

A non-profit organization in charge of promoting tourism in the state of Chihuahua, its main objective is to promote the entity's tourism activity through teamwork and support for tourism service providers.



State Tourism Board of Tabasco

Tabasco is a Destination of Memorable Experiences. It is the cradle of the Mother Culture of Mesoamerica, the Olmec Culture, but the Mayan, Zoque and Aztec Cultures also converge.



State Tourism Board of Veracruz

A state full of flavor, culture, history, folklore, fun, adventure, and natural beauty. Where the American continent originated. Mexico and Veracruz await you with open arms.



Yucatan Tourism Board

In charge of the promotion of the state of Yucatán as a tourist destination. It offers archaeological sites, gastronomy, adventure, cenotes, beaches, Mayan communities and beyond.

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Visit Anchorage

Anchorage is a top travel destination year-round, offering stunning landscapes, adventure, cultural richness, wildlife, and vibrant urban experiences in Alaska.

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Baja California Sur Tourism Board

Discover Loreto in Baja California Sur. Learn about this hidden Mexican paradise with adventures and activities for families and adventure seekers alike.



Baja California Tourism Board

Where sun-kissed shores, innovative gastronomy, award-winning wines, and thrilling adventures take place. A destination blending business with beautiful landscapes. Welcome to Baja California!



City Express by Marriott

City Express by Marriott is a modern, budget-friendly hotel chain in Latin America offering comfortable accommodations and convenient locations for business and leisure travelers.



Discover Puerto Rico

Rich history, culture, exceptional food and cocktails, pristine beaches, majestic mountains, and experiences that nourish body and soul - all packed into one sun-kissed Caribbean paradise.



Generali Global Assistance

We're dedicated to providing valuable travel insurance and emergency assistance your customers deserve. Partnering with Generali can benefit your business and your clients.



Hyatt

Hyatt is a global hospitality company renowned for its luxury hotels, exceptional service, and diverse accommodations, caring for people so they can be their best.



Marriott Bonvoy

Marriott is a global hospitality company offering luxury, full-service, and limited-service hotels, with a commitment to providing exceptional guest experiences worldwide.



Meliá Hotels International

"Leisure at Heart, Business in Mind"
"Discover an Expression of Spanish Luxury Hospitality"



SITA World Tours

For 90+ years, SITA has been your Gateway to Exotic Destinations Worldwide. SITA offers scheduled tours as well as fully customized itineraries to over 100 countries.



State Tourism Board of Michoacán

Michoacán, the soul of Mexico, has 7 tourist regions, 10 Magical Towns, and 6 UNESCO World Heritage designations.



State Tourism Board of Nayarit

The state of Nayarit's Ministry of Tourism is the entity in charge of promoting the state's tourism offering, including Nuevo Nayarit, Riviera Nayarit, its 9 Magical Towns and new international airport (TPQ).



Travefy

Travefy's mission is to power the success of travel professionals. Our award-winning suite of itinerary, proposal, marketing, and client management tools helps travel advisors and professionals save time and sell more.

Prize List



One winner will receive a trip for two including 2 nights in Chihuahua City, one night in Creel, 2 tickets for the Chepe express and one night in Copper Canyon



One winner will receive a 2-night stay at Hotel Posada del Cortes in Loreto, BCS



One winner will receive a set of Belleek Mugs handcrafted in Ireland



One winner will receive a coffee and sweets gift box



Four winners will each receive a branded water bottle and Bluetooth speaker



One winner will receive a \$500 Exoticca Travel Credit Voucher



One winner will receive a 2-night, 3-day stay in a European Plan for two persons at Grand Fiesta Americana Queretaro

One winner will receive a 2-night, 3-day stay in an All Inclusive Plan for two persons at Live Aqua Cancun

One winner will receive a 2-night, 3-day stay in a European Plan for two persons at Fiesta Americana San Luis

One winner will receive a 2-night, 3-day stay in an All Inclusive Plan for two persons at Fiesta Americana Puerto Vallarta



One winner will receive a \$50 Starbucks gift card along with a Leo the Generali Lion stuffed animal



One winner will receive a \$50 Amazon Gift Card



One winner will receive a certificate for 20,000 World of Hyatt Points

One winner will receive a certificate for 15,000 World of Hyatt Points

One winner will receive a certificate for 10,000 World of Hyatt Points



One winner will receive a \$250 Marriott Bonvoy Gift Card

Prize List continued



One winner will receive a 2-night, 3-day stay in an All Inclusive Plan for two persons at Krystal Grand Los Cabos



One winner will receive an international gift bag and a \$90 American Express Gift Card



One winner will receive a 3-night, 4-day stay with double accomodation at a 5-star property located in the State of Nayarit



One Grand Prize winner will receive an 8-night, 9-day trip for two that includes: 2 nights in Veracruz-Boca del Rio (with a Veracruz-Boca del Rio Tour and a Quiahuixtlan/ Cempoala/La Antigua Tour) 2 nights in Tlacotalpan and Catemaco (with a Tlacotalpan and Catemaco Tour) 2 nights in Xalapa-Coatepec (with a Coffee Tour and a visit to Magical Towns) 2 nights Papantla-Poza Rica (with a Tajin Tour) plus \$500 cash



One winner will receive a Bahamas gift bag



One winner will receive a \$100 promo code along with a ToursByLocals gift bag



One winner will receive a \$200 gift card for 10th & M Seafood along with an Alaskan gift bag



One winner will receive a 2-night, 3-day stay for two, including full American breakfast at Bahia Cabo

One winner will receive a 2-night 3-day stay including Breakfast for two persons at Hacienda del Mar



One winner will receive a Tampa Bay Treasure box that includes one gift certificate for a 2-night stay at a premium hotel, two 1-day Riverwalk Attraction Passes, and one dining voucher (\$100 value). Package includes Tampa Bay swag



One winner will receive a \$100 Travefy credit



One winner will receive 2 certificates for a 1-night stay for two in the Maya House "Maya de Aldea Maya Toktli Origenes en Izamal"

One winner will receive a 2-night stay in Valladolid at the Mesón del Marqués Hotel with breakfast + 2 tickets to Selva Maya



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The industry's only accreditation created by travel advisors. Hundreds of the industry's best-known suppliers accept TRUE in place of an ARC, IATA, or a CLIA Number. Even if you work with a host agency today, you can still use your TRUE code to work with suppliers who may not participate with your host. *Stop by our booth for details.*

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Expanded Resources: Access to a broader range of resources, industry insights, and expertise.

Enhanced Collaborations: Opportunities to connect and collaborate with fellow travel advisors, fostering a sense of community and facilitating the exchange of ideas and best practices.

Exclusive Benefits: Members enjoy special perks, promotions, and exclusive offers.

Unmatched Expertise: Tap into the collective wisdom and experience of a network known for excellence.

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