

“CONVENTION BUREAU AS REGIONAL TOURIST ENGINE”

PROJECT SUMMARY:

Season variation is one of the great challenges that many tourist destinations face. There are tourist destinations where their markets move for specific vacations, or for activities that are only carried out, depending on their characteristics, at certain times of the year. That is why this project arises- a proposal to create a Convention Bureau for the Coquimbo Region based on national and European experience to face the season variation tourism demand. This arises from the information that this region has been developing M.I.C.E. tourism (International acronym in English that means: Meetings, Incentives, Conferences and Exhibitions), but on a limited scale, mainly in the La Serena area – Coquimbo. That is why the need to raise and diagnose regional capacities for this type of tourism and create a business offer that allows developing MICE tourism on a larger scale contributing to regional development.



OBJETIVES:

Contribute through European expertise, to the implementation of a Regional Convention Bureau, which allows through the Tourism of Meetings (M.I.C.E.), face the season variation challenge as well as diversify and increase the tourist demand and expense in the region.

ACHIEVEMENTS:

- Transfer of applied and adapted European knowledge for the development of a Regional Convention Bureau.
- Constitution of the Regional Convention Bureau and associated Action Plan, based on the European transfer and expertise.
- Design and execution of a training programme with workshops related to the management and marketing of M.I.C.E Tourism
- Manual of procedures and protocols for the development of M.I.C.E Tourism.
- Design and Execution of a Communication and Dissemination Plan of the Convention Bureau.

MAIN MILESTONES OF THE PROJECT:

1. Survey and information classification of regional capacities for the development of Meeting Tourism (M.I.C.E.).
2. Transfer of applied and adapted knowledge from Europe for the development of a Regional Convention Bureau.
3. Constitution of the Regional Convention Bureau and associated Action Plan, based on the European transfer and expertise.
4. Development and execution of a Training Programme related to the Convention Bureau aimed at all stakeholders

SOCIOS ESTRATEGICOS:

Chamber of tourism of the Coquimbo Region, SERNATUR of the Coquimbo Region.

BENEFICIARIOS:

Direct beneficiaries 250 SMEs and large tourism companies in the Coquimbo Region (Sernatur-Registry of Tourism Providers); indirect around 20,000 regional companies linked to business, services, real estate and financial sectors, among others.

