



## Guadalajara

The Unparalleled Destination

### Industry

Travel & Tourism

### Services

Sales

### Date of Service

May 2019 – December 2021

### Case Study

# Group Sales Boost Guadalajara's Tourism Revenue

## Situation

The Guadalajara Convention and Visitors Bureau and the Guadalajara Metropolitan Area Tourism Trust required commercial representation from a team based in Mexico City to increase the number of visitors and hotel revenue. Among their commercial goals was to increase the number of events, congresses, conventions, and incentive trips among the national and international markets, specifically for itinerant groups from different states of Mexico, the United States, Canada, and Latin American countries.

## Solution

PTG Consulting's sales team developed a commercial strategy for lead generation through active participation in MICE sector events, one-on-one meetings, familiarization trips, and national and international congress applications. PTG Consulting also developed an engineering cluster – a database of ambassadors from the state of Jalisco's different engineering branches – to serve as a resource for identifying and then attracting regional, national, Latin American, and global events to Guadalajara.



## Results

- Secured 56 congresses, conventions, and incentive trips that resulted in more than \$6 million in hotel revenue, \$9 million in tourist revenue, more than 72,000 visitors, and more than 67,000 room nights
- Hosted four familiarization trips with a total of 30 incentive house planners and meeting planners in attendance
- Conducted 49 webinars for meeting planners from the North American, Latin American, and South American markets

**56**

Congresses, conventions,  
and incentive trips secured

**\$15 million+**

Hotel and tourist revenue  
achieved

**67,000**

Room nights procured

**8:1**

**ROI**