

TRAVEL WEEKLY

Resorts, destinations ramp up agent education and promotions

By [Meagan Drillinger](#) | May 06, 2020

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With travel at a standstill, many advisors might be wondering how they can stay up to date on hotels and destinations within Mexico, so that they will be equipped to help their clients once travel gets the green light. To show their support for their travel

advisor partners, several tourism boards and hotels have rolled out education and promotional initiatives to keep advisors up to speed.

Los Cabos, for example, is hosting a series of webinars focused on travel advisors, which includes components on the state of affairs in the destination. These webinars include fun experiences like how to grow your own garden, cocktail classes and cooking experiences, as well as sessions that highlight undiscovered parts of the region and destination wedding trends.

"At the same time, we're working with specific partners," said Rodrigo Esponda, managing director of the Los Cabos Tourism Board. "We're doing webinars with Pleasant Holidays and one with Classic Vacations. We also did one with Virtuoso, focusing on Virtuoso experiences that you can do in Los

Cabos. We will be doing one with Signature, as well."

Los Cabos will roll out the second phase of its recovery initiative with an online portal for consumers and travel partners with specific calls to action. These will include value-added incentives that advisors can take advantage of when promoting the destination when it opens.

Puerto Vallarta is also working with several vacation programs, such as Travel Impressions, Apple Vacations, Funjet, WestJet, Delta Vacations, United Vacations, Cheap Caribbean and American Airlines Vacations, to create offers for travelers that show quick bookings in June, July and August. The destination is also working with VAX to coordinate webinars and updates for travel agents to educate them on the protocols that will be implemented in Puerto Vallarta to avoid new spreads of the virus.

"These webinars talk about two main points," said Rocio Lancaster, undersecretary of Jalisco Tourism. "One is to give an overall picture and insight, and will talk about the protocols [being implemented], and the second will be the latest products or newest developments that are in the destination."

Advisors can also visit [this website](#) for the latest information on Puerto Vallarta.

The government of the state of Yucatan has installed several measures and programs to help to preserve community health, but has also created programs to offer support to the travel sector. Webinars have been held for more than 1,644 agencies and companies both in the domestic and international sectors.

In addition, Yucatan state has launched the [Yucatan.travel](#) website, which was designed to offer a better experience to visitors who want to travel around the state. It features a new gallery, indexable blog, videos, tourist experiences and more.

On the hotel side, Velas Resorts is hosting "Happy Hour" virtual events multiple times a week to offer support, entertainment and information to travel advisors. Agents can learn about new initiatives and special experiences at the Velas hotels. The events include virtual activities, as well, such as cooking

classes, meditation techniques and wellness tips. Travel agents can attend a virtual fam trip to Grand Velas Riviera Maya from May 25 to 28.

Palace Resorts is keeping its travel advisors informed and inspired with its #SunnyDaysAhead campaign, which is aimed at keeping the community engaged until we can get back to business. The series highlights Palace Resorts executive chefs, cocktail recipes from mixologists, at-home spa treatments, and helping guests to re-create favorite Palace Resorts experiences at home.
