



LATINO TRAVEL FEST

PARTNERSHIP OPPORTUNITIES

MAY 31- JUNE 2, 2024

ELIZABETH, NJ, U.S.A.

@latinotravelfest

@latinoworldtravelers

About the Latino Travel Fest

The *1st* of its kind travel conference dedicated to representing Latino travelers and content creators.

Launched virtually in 2021 attracting over 100 attendees.

2nd annual conference in 2022 increased Latino World Travelers community by

35%

3rd annual conference, first in-person, held in Washington Heights, NYC attracted *30%* of attendees from the local and surrounding tri-state area.

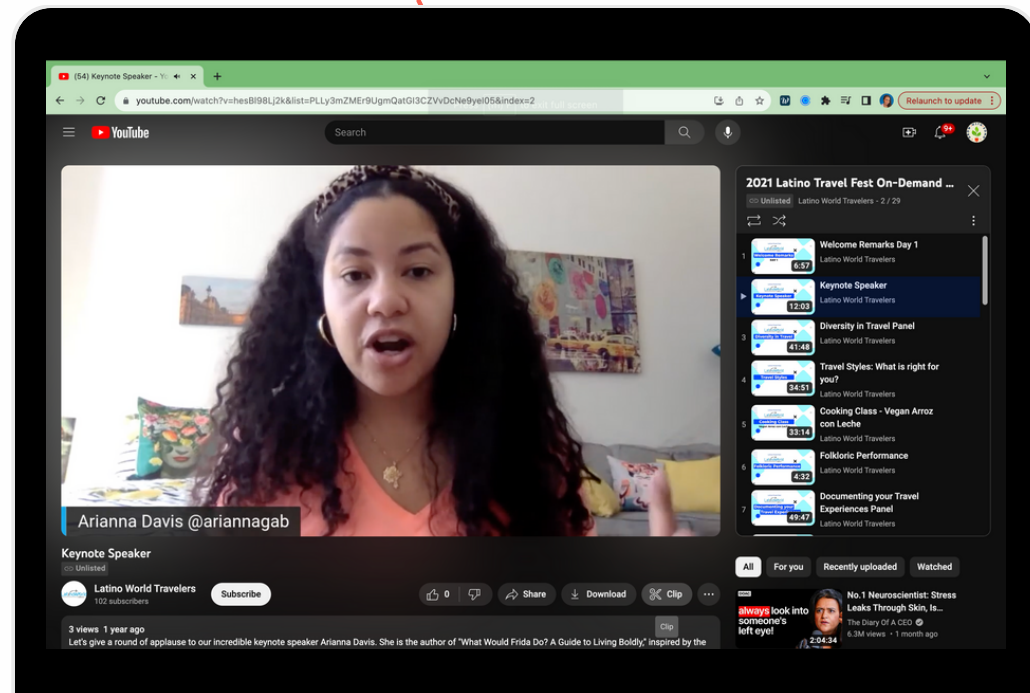
70% came from *16* destinations both domestic and international, including:

Texas, Delaware, Florida, Maryland, California, Illinois, the Dominican Republic, Puerto Rico, Mexico, El Salvador, Spain, Portugal, the UK, and more!



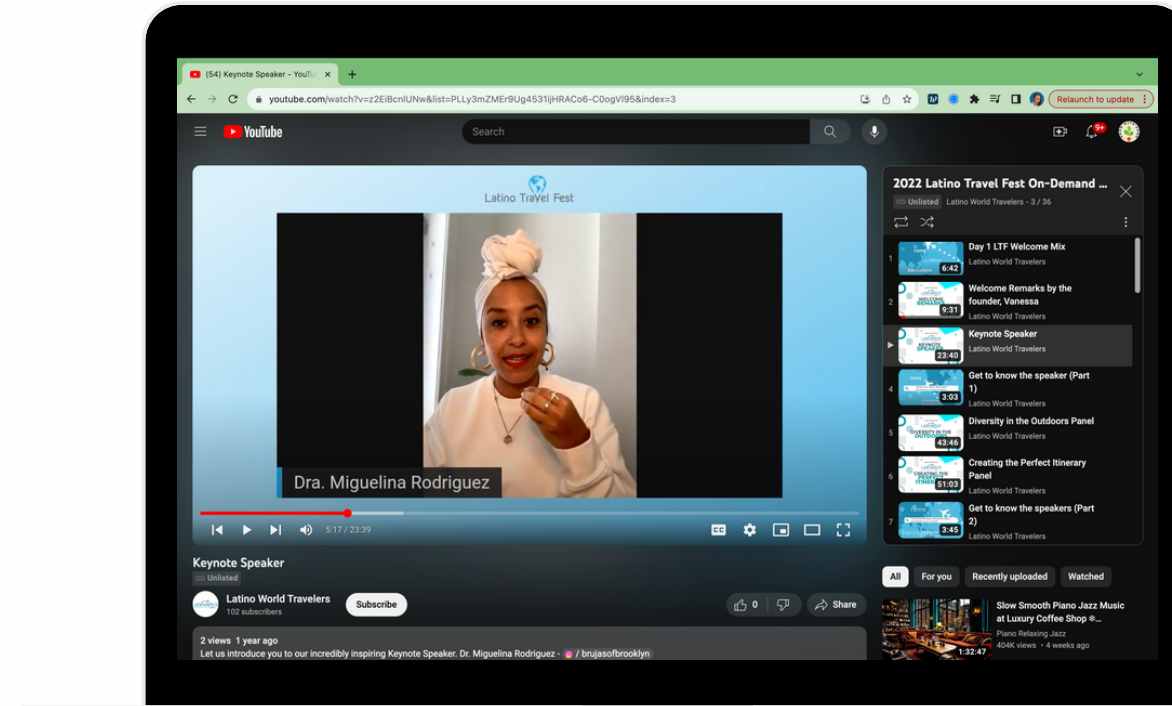
3 Latino Travel Fest Recaps

Click on year to watch!



VIRTUAL EVENT
133 ATTENDEES

2021



VIRTUAL EVENT
152 ATTENDEES

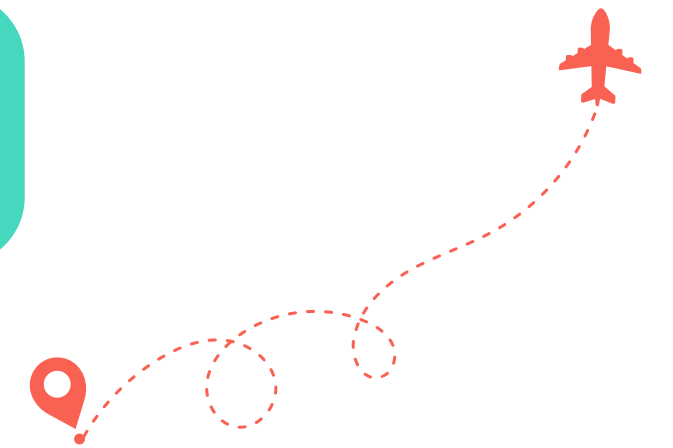
2022



WASHINGTON HEIGHTS, NY
134 ATTENDEES

2023

2023 Attendee Demographics



Type

- Travelers 134 total
 - Creators 73
 - Speakers 30
 - Sponsors 8
 - Vendors 12

Spend

- Room Nights 75
- Transportation \$2,500
- Food & Beverage \$10,600
- Local Shopping \$1,000

Social Identity

- Gender 92F, 27M, 15NB
- Disabled 3
- LGBTQIA 24
- Age: 21- 65

Location

- East Coast 102
- West Coast 13
- Europe 4
- Latin America 6
- Caribbean 9



8 Strategic Partnerships



30 Influential Thought-Leaders

Opening Keynote Speaker

Victoria Leandra
Travel Journalist
Audience: 45.5K



Closing Keynote Speaker

Alex Jimenez
Travel Fashion Girl
Audience: 217.7K



Erika Cruz
Speaker & Coach
Audience: 224.3K



Jonathan Calixto
Multimedia Journalist
Audience: 19.3K



Arianna Davis
Editorial Director
Audience: 46.4K



Hector Carvajal
Don Carvajal Cafe
Audience: 18.7k



Gina Panozzo
GinaBears Blog
Audience: 20.4K



Stephanie Flor
Around The World Beauty
Audience: 11.6K



Nina Zadeh
Sidewalker Daily
Audience: 87.7K



Claudio Cabrera
The Athletic
Audience: 8.7K



Jen Ruiz
Jen on a Jet Plane
Audience: 289.2K



Taima Ramsey
Luxury Travel Blogger
Audience: 30.1k



Jose Burgos
Jet Set Jose
Audience: 6.2K



Nikki Vargas
Author & Travel Editor
Audience: 62.1K

76 Thought Provoking Sessions



Decolonizing Travel

The World Of Wellness Travel

Writing a Travel Memoir



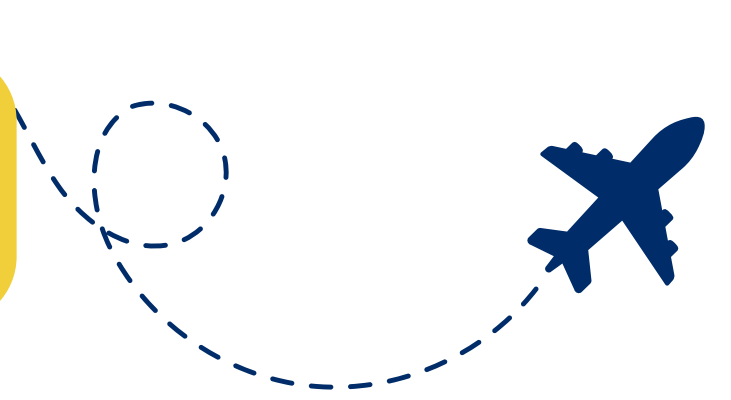
Traveling with Children

Partnering with Brands

Volunteer Travel

25%

Increase of Audience Reach



7.5 million



Combined audience reach

Social Media Reach

97,566

Highest Reach of Reels

8,784

Impressions

269,162

Content Interactions

15,203

Newsletter

1,230

@latinotravelfest

@latinoworldtravelers

Did You Know?

U.S. HISPANIC TRAVELERS
SPENT **\$113.9** BILLION
ON DOMESTIC TRAVEL
ACCORDING TO

Learn more!





¿Listo para el 2024?



NEW
JERSEY

Learn more!

2024 Latino Travel Fest Schedule



Creators Day

- Press Conference
- Speed Networking
- Creator Workshops
- Welcome Reception



Travelers Day

- Panels/Workshops
- Four Tracks
- Mercadito
- Afterparty



Inspiration Day

- Brunch
- Awards
- 2025 Announcement
- Local Activities

Gather, Grow & Galvanize.

2024 Partnership Opportunities

If your goal is to access, engage and support the latine demographic determine your budget, select how you want to partner and lets get your brand in front of our growing community.

Strategic Partner

You can sponsor the...

Entire Weekend
One day
Venue
Build Your Package (See Next Slide)

In Exchange For...

100% Visibility
4 All Access Tickets
Brand Placement

\$25,000+

Event Partner

You can sponsor the...

Signature Event
Track
Workshop or Panel
Build Your Package (See Next Slide)

In Exchange For...

50% Visibility
2 VIP 2 General Admission Tickets
Brand Placement

\$15,000+

Familia De LTF

You can sponsor the...

Speaker
Food & Beverage
Transportation
Announcement

In Exchange For...

10% Visibility
1 General Admission Ticket
Brand Placement

\$5,000-

Build Your Sponsorship Package

MARKETING

Tier 1

- Main Stage
- 30 Content Creator Gifts
- Host a Speaker

Tier 2

- Breakout Sessions
- Branded Speaker Gift Bags
- 300 Branded Attendee Gift Bags

Tier 3

- Directional Signage
- Banners

FESTIVAL ON-SITE

Tier 1

- Venue
- Transportation
- Audio & Visual

Tier 2

- Food & Beverage
- Decor / Staging
- Staff/Volunteer Shirts

Tier 3

- Baño Refresh Kits
- Gift Cards
- Branded Napkins



SIGNATURE EVENTS

Tier 1

- Creators Day
- Travelers Day
- Inspiration Day

Tier 2

- Welcome Reception
- Afterparty
- Awards Ceremony
- Brunch Food

Tier 3

- Brunch Mimosas
- Table Toppers

Our team has endless ideas for how you can build your sponsorship package, inquire within.

Rosa Castillo

Partnerships Director

partnerships@latinotravelfest.com



Testimonials



Our community is fired up for **Latino Travel Fest 2024!**

“It's great to have attended a travel conference where I felt seen. Finally, we have a way for Latino travelers to convene and share. The happy hour was fun and a great kick-off to the event. The venue overall was conveniently located in a predominantly Latino neighborhood. The event achieved its purpose and I look forward to participating in future years.

-Flavia C.

“I'm so glad I attended the Latino Travel Fest. Why you might ask? First and foremost - when do you ever get to be in a community with other Latinx who love to travel? I know I usually don't. It's still so new to our community and many times I feel like I can't even talk about my travels to friends and family. I loved being able to be around others who I instantly connected with and who were also traveling the world.

-José B.

“Absolutely loved meeting like-minded explorers who have struggled with the guilt of traveling and are breaking through the noise to acknowledge that we deserve these beautiful experiences in travel! I'm excited to come back again next year! Thank you for creating this space for us.

-Yenelsa D.



“Overall, the Latino Travel Fest was an unforgettable experience that left me feeling inspired and empowered to continue exploring the world. I'm already looking forward to attending next year's event and seeing what new adventures and connections await! Thank you, Vanessa, and thank you to everyone who made it possible!

-Carlos M.

Meet the Team



Vanessa Fondeur-Adams
Newark, NJ
Founder/Logistics
Audience: 2.9K



Zoe Moore
Smyrna, Georgia
Event Production
Audience: 10K



Rosa Castillo
Jersey City, NJ
Partnerships Director
Audience: 17.4K



Carlos Ivan Martinez
San Juan, Puerto Rico
Marketing Director
Audience: 31K



Maribel Monsalve
Fort Lauderdale, Florida
Grants/Marketing
Audience: 6.2K



Blanca Ibarra
Austin, TX
Speaker/Talent Liason
Audience: 1K



Brenda Mejía
San Juan, Puerto Rico
Volunteers Manager
Audience: 9.5K



Lymarie Maymi
Arecibo, Puerto Rico
Hospitality
Audience: 1.9K



Mireille Fondeur
Margate, FL
Social Media Manager
Audience: 900

Meet the Creator

- Vibrant and soul-centered entrepreneur
- Immigrated at 17yrs old from the Dominican Republic
- Studied abroad and caught the travel bug
- High school educator for 14+ years in NYC
- Founder of the [Latino World Travelers](#) community
- Believes in the importance of travel wholeheartedly
- Provides access to resources and opportunities
- Advocates for representation in the travel industry
- Her mission is to ignite her passion for travel in others and spark their curiosity



[Vanessa Fondeur-Adams](#)

Crear Recuerdos



Photobooths



Mercadito



Networking



Brunch

Giveaways



Workshops



Happy Hour


Contact Us



Let's pave the way together.
Join Our
Latino Travel Fest
Familia!

Contact Rosa Castillo, Partnerships Director

 partnerships@latinotravelfest.com

 (201) 753-2134

 www.latinotravelfest.com

 www.latinoworldtravelers.com



IN THE NEWS



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CANVAS **REBEL**