

For immediate release  
**Travel Trends Latin America, free new trade title launches**  
London, 21 August 2018



*Travel Trends Latin America*, has now launched, published by APL Media Limited, in association with LATA, the Latin American Travel Association. Free to UK travel industry professionals, the new 76-page publication is the first of a new brand, *Travel Trends*, launched to assist the trade sell destinations and sectors of travel with new analysis, reports and expert opinions.

Examining the latest travel industry trends with input from industry experts and written by experienced travel writers, the title also features a travel directory highlighting the best places to explore and stay around the world. *Travel Trends* is presented in a beautiful, high-quality format and is accompanied by inspirational photography. It is specifically targeting the trade distributed to tour operators, travel agents, travel professionals and tourist boards.

*Travel Trends Latin America* reports on key trends and developments in the region and includes analysis, new routes and itinerary ideas. Together with custom content created in partnership with hotels and operators across the region, this will enable the trade to sell with confidence and authority.

Jo Fletcher-Cross, editor, *Travel Trends*, said: “This new publication is an excellent resource for the trade. Research from LATA in 2017 found that when asked how confident travel agents felt when selling trips to key destinations, Latin America came at the bottom of the list. And when asked what one factor would help sell more holidays to Latin America, 52% said a better knowledge of the destination. *Travel Trends Latin America* addresses this knowledge gap and we hope it will give travel agents the information they need to sell this region.”

*Travel-trends.co.uk*, the brand website, soft-launched earlier this year, features regularly updated original content, covering travel trends all around the world and over multiple sectors.

Colin Stewart, chairman of LATA, said: “We are delighted to have been given the opportunity to partner with APL Media on the new *Travel Trends Latin America* publication, which draws on key market information and research and provides a valuable overview on how the Latin American travel sector is performing and developing. The publication offers useful insight into how to reach new customers and to grow the number of UK visitors travelling to the Latin American region.”

Future issues of *Travel Trends* will feature *Travel Trends Adventure*, in association with ATTA, the Adventure Travel Trade Association, published in November 2018,



and *Travel Trends Pacific Asia*, in association with PATA, the Pacific Asia Travel Association, scheduled for March 2019.

Travel industry professionals can request a print or digital copy of the magazine at [travel-trends.co.uk/subscribe](http://travel-trends.co.uk/subscribe).

#### Notes for Editors

**APL Media Limited** has over 20 years experience working across the travel and lifestyle sectors in a number of media, from print through to events. APL Media produces the award-winning *National Geographic Traveller (UK)*, *Postcards*, *Worldwide Destination Guide* for ASTA and a series of lifestyle newspaper supplements, apps and websites. APL Media is the former publisher and founder of *ABTA Magazine*, trade publication for ABTA, the travel association. [aplmedia.co.uk](http://aplmedia.co.uk)

#### CONTACT:

*For editorial enquiries*

Tel: +44 (0) 20 7253 9906  
[editorial@aplmedia.co.uk](mailto:editorial@aplmedia.co.uk)

Jo Fletcher-Cross, Editor  
Tel: +44 (0) 20 7253 9906  
[jo.fletcher-cross@aplmedia.co.uk](mailto:jo.fletcher-cross@aplmedia.co.uk)

Maria Pieri, Editorial Director  
Tel: +44 (0) 20 7253 9906  
[maria.pieri@aplmedia.co.uk](mailto:maria.pieri@aplmedia.co.uk)

Matthew Jackson, Managing Director  
Tel: +44 (0) 20 7253 9909  
[matthew@aplmedia.co.uk](mailto:matthew@aplmedia.co.uk)

Anthony Leyens, CEO  
Tel: +44 (0) 20 7253 9909  
[anthony@aplmedia.co.uk](mailto:anthony@aplmedia.co.uk)