



BOP NEWS

BOP in Frankfurt, Schwangau, Weilheim, Munich & Zurich

MAY 2012

BOP, the collection of the most exclusive Hotels & Cruises in South America, continues to promote the most outstanding and luxurious experiences for the sophisticated traveler.

A new BOP mission visiting Frankfurt, Schwangau, Weilheim, Múnich and Zurich was carried out during May 7th – 15th, 2012. The sales mission was led by Manuel Lebrecht de Puyuhuapi Lodge & Spa, Liza Masias de Inkaterra, Elisabeth Obwexer de Cruceros Australis and Mariana Bruggia representing BOP.

During this intense week, product meetings and training sessions were performed for 23 leading companies of the German and Swiss trade.

Tour operators and travel agencies were very enthusiastic and eager to learn more about our properties and the way to combine them while enjoying the benefits of an exceptional experience.

It is remarkable how German and Swiss interest for Argentina, Chile and Peru has been growing this past years especially for the sophisticated travelers.

The trip also included interviews with specialized journalists which strengthen the ongoing press activities performed by BOP.

BOP is the marketing alliance that brings together the most exclusive properties in South America. Through BOP, its members promote together the region to the highest level.

Upcoming destinations: Santiago de Chile; Melbourne y Sídney, Cartagena y Bogotá, Philadelphia, Westchester, Connecticut y Nueva York.

BOP . Tagle 2520, 3 piso, oficina A / C142SEEB - Buenos Aires / Argentina / T.F: (54) 11 4800 1345 . (54) 11 4802 0085 / WWW.BOP.TRAVEL

ALVEAR PALACE HOTEL
BUENOS AIRES

ALVEAR ART HOTEL
BUENOS AIRES

ESQUINA CARLOS GARDEL
BUENOS AIRES

LLAO LLAO HOTEL & RESORT, GOLF-SPA
BARILOCHE

EOLO PATAGONIA'S SPIRIT
EL CALAFATE

ESTANCIA CRISTINA
EL CALAFATE

LAS HAYAS RESORT HOTEL
USHUAIA

CRUCEROS AUSTRALIS
CABO DE HORROS

THE SINGULAR HOTEL PATAGONIA
PUERTO NATALES

PUYUHUAPI LODGE & SPA
FIORDOS DE CHILE

HOTEL PATAGÓNICO
PUERTO VARAS

THE SINGULAR HOTEL SANTIAGO
SANTIAGO DE CHILE

INKATERRA LA CASONA
CUSCO

INKATERRA RESERVA AMAZÓNICA
TAMBOPATA

INKATERRA MACHU PICCHU PUEBLO HOTEL
MACHU PICCHU