



BOP in California

August 2011

BOP, the collection of the most exclusive hotels & cruises in South America continues to promote the most outstanding luxury experiences for the affluent traveler.

During the first days of August, BOP mission in California took place. In this opportunity very well-known upscale locations along the West Coast of the United States were visited: La Jolla, San Diego, Rancho Santa Fe, Solana Beach, Newport Beach, Huntington Beach, Irvine, Larkspur, Kentfield, Belvedere Tiburon, Palo Alto, Los Altos, Emeryville and Berkeley.

Twenty top travel companies welcome BOP team for product meetings and training sessions. Over seventy valuable contacts were established in San Diego and San Francisco areas.

The topics discussed throughout the meetings referred to recent developments and news about the exclusive BOP properties as well as the different ways to combine them. This information helps travel agents and tour operators to create more attractive itineraries for their discerning travelers.

In addition, BOP benefits that are offered to guests combining three or more destinations in a trip, were reviewed.

Images of BOP activities can be found in the NEWS section, visiting the web site www.thebestofpatagonia.com.

BOP is the collection of the most exclusive properties in South America. Through BOP, its members promote together the region to its highest level.



Upcoming destinations: TMLA
Florianopolis, Porto Alegre, Boston,
Washington, San Pablo, Mexico.