

Polish Tour Operators and Incentive Houses Discovered Ecuador's MICE Offer

During the last week of January, Pure! Ecuador, part of Pure! Travel Group, hosted a familiarization trip for representatives from the most important tour operators and incentive houses from Poland and showed them everything Ecuador has to offer the MICE segment. Led by Pure! Ecuador's guide, the group experienced the mix of history and modernity, local culture, and stunning natural destinations that Pure! can arrange for a unique event in the country.

Ecuador, one of the smaller but most diverse countries in South America, has everything to facilitate successful MICE. Beautiful cities with historical and modern centers, good highways, stunning landscapes, luxury hotel chains, colonial haciendas, friendly people, and great local food: no single ingredient is missing for successful business events. On top of all this, the Galapagos Islands and the Amazon Rainforest are perfect incentive destinations and can be easily accessed from the capital of the country, Quito, or Guayaquil, Ecuador's largest city and port.

The group of fourteen MICE agents started this unforgettable experience upon their arrival at the Mariscal Sucre Airport, selected as South America's Leading Airport for four years in a row. Subsequently, they explored the indigenous town and market of Otavalo followed by Quito, with the largest and best preserve old-town in Latin America. There, visitors witnessed many beautiful historical buildings like convents, churches, old hospitals, among others that can be transformed into unique ambiances for meetings, conferences, and other professional events. Afterwards, they visited the modern part of the city, located only ten minutes away from the colonial center by car, and discovered the modern hotels and convention centers waiting to offer their groups a unique event. Visitors were surprised about the possibility to organize an event combining the historic and modern parts of the city! Not many cities offer such an extraordinary opportunity.

From Quito, the group took a brand new highway to the south, and in only 2 hours, they arrived at the highest active volcano on earth: the Cotopaxi. One of the things that makes Ecuador a unique MICE destination are its short distances which makes it is easy to include a tour of an exotic destination before or after the event.

While visiting Ecuador's countryside, our guests realized that hiking in national parks, bird watching in the cloud forest, learning about the Inca history while admiring ancient ruins, visiting the Middle of the World, and snorkeling with sea turtles are just a few examples of activities that Ecuador has to offer for incentive programs or team building tours. On top of this, the train 'Tren Crucero' travels between Quito and Guayaquil offering a luxury trip while staying in colonial haciendas and visiting off-the-beaten-path-sides. Cuenca, the fourth city of Ecuador with an unrivalled colonial charm, and the modern city Guayaquil, both offering interesting MICE opportunities, were also included in the group's itineraries.

The diverse destinations of Ecuador are complemented by the country's excellent facilities, good infrastructure, stable economy backed by using the US Dollar as the national currency. Furthermore, Ecuador, is a politically stable country and a safe destination, so it has everything for successful business events. The group of Polish travel agents and incentive managers experienced all these features and know about the potential of Ecuador as a MICE destination. Pure! Ecuador knows that lasting impressions are what counts in MICE, together with an

immaculate organization of the event. Our knowledge and experience organizing memorable moments make our company the right strategic partner in Ecuador.

If you want to learn more about Ecuador, are interested in organizing a FAM trip to this wonderful destination, or need more information about Pure! Ecuador, please contact Diego Andrade at marketing@pure-travelgroup.com.