

essential<sup>®</sup>  
COSTA  
RICA



**Expotur Press Trip**  
RECAP | May 9-15, 2019

**NJF**  
AN MMGYGLOBAL COMPANY

# Agenda

- 1. Executive Summary**
- 2. Itinerary**
- 3. Incident**
- 4. Key Learnings & Recommendations**
- 5. Coverage**
- 6. Social**

# Executive Summary

## Event Date:

- May 9-15, 2019

## Location:

- San José
- Puntarenas
- Isla San Lucas
- Isla Chiquita
- Isla Tortuga

## ICT Participants:

- Freddy Lizano
- Rocio Guido

## ICT Partners:

- Emilio Zuñiga
- Juvenal Acuña

## Overview:

- Organized by the Costa Rican Association of Tourism Professionals (ACOPROT), the 35th annual Expotur is the region's premier travel market event and one of the most relevant in Latin America. The event brings together more than 300 representatives from the tourism sector (airlines, hotels, corporate and incentive travel, tour operators and more) for the opportunity to network and familiarize the industry with Costa Rica's tourism offerings and experiences.
- The Expotur press trip was coordinated with the intent to bring trade journalists to the travel market event, as well as to showcase the destination's various key niches. The Costa Rica Tourism Board covered round-trip airfare, transportation and accommodations for journalists on assignment in addition to numerous cultural activities such as tours and culinary experiences.
- NJF identified appropriate target media, confirmed attendance, managed all media communications and oversaw travel documentation.
- NJF provided insight and supported the ICT with all press trip logistics including flights, accommodations and activities.
- Target travel trade media attendees secured by NJF include:
  - **Mark Chesnut**, TravelAge West, Northstar Meetings Group
  - **Michael Schoenberger**, Jax Fax Travel Marketing Magazine
  - **Olivia Balsinger**, Insider Travel Report
  - **Randy Mink**, Cruise Travel Magazine, Leisure Group Travel
  - **Vawn Himmelsbach**, Travelweek
- NJF delivered an executive briefing book to ICT representative Luanna González, and was available for any journalist inquiries and concerns throughout the press trip.

## Anticipated Coverage:

- NJF will send all coverage surrounding the Expotur press trip to the ICT, as the stories are published.

## Next Steps:

- NJF will continue conversations with press trip attendees to provide assistance in story development, high-resolution images and additional background information as needed.
- Coverage related to this press trip will be reported in real-time and on a monthly basis via the agency's monthly report.

# Itinerary

## WEDNESDAY, MAY 8 - Country Inn & Suites

*Arrivals in San José; transfers to Country Inn & Suites*

- TBD Arrive at Juan Santamaría International Airport (SJO); Juvenal Sánchez met media at baggage claim and transferred them to the hotel upon arrival in destination
- TBD Hotel check-in
- 3:30 PM Depart for Teatro Nacional, Costa Rica's national theatre
- 4:00 PM Expotur inauguration
- 7:00 PM Welcome cocktail event
- 9:00 PM Return to hotel; leisure time

## THURSDAY, MAY 9 - Country Inn & Suites

- 8:00 AM Breakfast with the Minister of Tourism Maria Amalia Revelo Reventós
- 9:45 AM Depart for National Convention Center
- 10:00 AM Expotur trade show
- 12:00 PM Lunch
- 1:30 PM Return to National Convention Center; trade show continuation
- 5:00 PM Trade show ends
- 7:00 PM Dinner in downtown San José
- 10:00 PM Return to hotel

# Itinerary (cont.)

## FRIDAY, MAY 10 - Hotel Puerto Azul

6:00 AM	Hotel check-out; depart for Puntarenas
8:00 AM	Arrive in Puntarenas; breakfast at Parque Marino del Pacifico
9:00 AM	Tour of Parque Marino del Pacifico
10:30 AM	Locals activity
10:45 AM	Puntarenas city tour
12:00 PM	Lunch at Shrimp Shark
1:30 PM	Depart for mangrove tour; nursery walk
2:45 PM	Visit Natuwa Wildlife Sanctuary
4:30 PM	Hotel check-in; leisure time
6:00 PM	Depart for local theater; film screening
8:00 PM	Dinner at Casa Almendros
10:00 PM	Return to hotel

## SATURDAY, MAY 11 - Hotel Puerto Azul

7:00 AM	Breakfast
8:30 AM	Depart for Isla San Lucas
9:10 AM	Arrive in Isla San Lucas; historic tour
10:40 AM	Tasting of local delicacies
11:30 AM	Depart for gulf islands toward Isla Chiquita
12:30 PM	Arrive at Isla Chiquita; lunch
1:30 PM	Beach activities (e.g. swimming, paddleboarding, kayaking and artisanal fishing)
5:30 PM	Return to Puntarenas for sunset hour
6:30 PM	Arrival in Puntarenas
7:00 PM	Dinner at Isla Cocos Restaurant; live music
10:00 PM	Return to hotel

# Itinerary (cont.)

## SUNDAY, MAY 12 - Tambor Tropical

7:00 AM	Breakfast at hotel
8:30 AM	Depart for Isla Tortuga; catamaran tour
10:30 AM	Arrive at Isla Tortuga; beach activities (e.g. snorkeling, jet skiing and banana boating)
12:00 PM	Lunch
1:00 PM	Leisure time; beach activities
3:00 PM	Depart for hotel
4:00 PM	Hotel check-in; leisure time
7:00 PM	Dinner at hotel

## MONDAY, MAY 13 - Tambor Tropical

7:00 AM	Breakfast
8:00 AM	ATV tour to beaches and waterfall
12:00 PM	Lunch
2:00 PM	Return to hotel; leisure time
4:30 PM	Depart for bioluminescence tour
6:00 PM	Bioluminescence tour
7:30 PM	Return to hotel for dinner

# Itinerary (cont.)

## **TUESDAY, MAY 14 - Tryp Sabana San José**

7:00 AM Breakfast

8:00 AM Departure for Curú Reserve and tour

11:00 AM Return to hotel

12:00 PM Lunch

3:00 PM Hotel check-out; depart for San José

4:00 PM Ferry to Puntarenas; gulf islands crossing

6:15 PM Arrive in Puntarenas; depart for San José

7:15 PM Dinner

8:30 PM Hotel check-in

## **WEDNESDAY, MAY 15 - Departure**

TBD Breakfast

TBD Hotel check-out

TBD Depart for Juan Santamaría International Airport (SJO)

# Incident

## Overview:

- Following the press trip, journalist Mark Chesnut informed NJF representative Andrea Gaggioni about an incident that took place involving the group's designated tour guide, Juvenal Acuña.
- On the final day of the press trip, the journalists pooled a \$70 tip to compensate Acuña for the many hours that he spent with the group. Journalist Olivia Balsinger collected the pooled tip, as she was the final journalist to leave the destination.
- Acuña informed Chesnut via text message that he only received \$45 from Balsinger, which upset the other journalists who had put forward money to compensate Acuña.
- NJF immediately flagged the incident to ICT representatives Rocio Guido and Freddy Lizano. Rocio Guido also reached out to Inés Cano and Andrea Gaggioni to discuss the incident further.
- After discussing with the ICT, NJF addressed the situation with Balsinger. Balsinger did not directly admit to taking any money, but did inform Andrea Gaggioni via email on June 11 that she transferred \$50 to Acuña using payment information that she claims the Costa Rica Tourism Board shared with her while on the ground.

## Recommendation:

- NJF recommends establishing a press trip "best practices" document, so that the agency and ICT can outline and align on expectations for tipping the driver/guide, itinerary, media interviews, coverage and more. This will allow NJF to better communicate the ICT's expectations to the journalists.



# Key Learnings & Recommendations

- NJF and the journalists did not have a lot of information about the trade event prior to the press trip (for example, the list of tour operators, hoteliers and industry professionals attending). NJF recommends hosting a call with the ICT representative(s) who will be attending Expotur prior to the press trip, to discuss details of the trade event, possible media interview opportunities and information needed for story development, so that NJF can better prepare the journalists.
- Journalists were not aware of the ICT's tipping policies. NJF recommends establishing a press trip "best practices" document, so that the agency and ICT can outline and align on expectations for tipping the driver/guide, itinerary, media interviews, coverage and more. This will allow NJF to better communicate the ICT's expectations to the journalists.
- A couple of the journalists had questions about Costa Rica's MICE industry following the trade event. Encourage media interview opportunities during the event, by setting aside a couple of hours in the itinerary for journalists to meet one-on-one with the ICT and Costa Rica industry professionals in attendance. This will help foster ICT's media relationships and develop stronger coverage.
- Journalists require more than a months notice to confirm a press trip and a detailed itinerary in order to confirm their story assignments. For example, journalists typically inquire about hotel names, destination activities, hotel and airport transfers, and wifi accessibility. NJF will continue to work closely with the ICT to confirm press trip details a few months in advance of press trip to ensure there is sufficient time for NJF to secure top-tier media and to prepare the journalists for the trip.

# Coverage

*The following coverage is a result of the Expotur press trip.*

## **Randy Mink, Leisure Group Travel and Cruise Travel Magazine**

- Mink shared his experience in the **Leisure Group Travel** e-newsletter read by **10,000 travel planners** on May 17, 2019:

*In the dry tropical forest of Curu Wildlife Reserve on Costa Rica's Pacific Coast, our group marveled at the antics of howler and white-faced capuchin monkeys. We saw scarlet macaws perched high in coconut palms at nearby Tambor Tropical Resort, a little piece of paradise complete with hammocks, a pool and roaring surf slamming against the shore.*

*Costa Rica, with its reputation for ecotourism, didn't disappoint those of us looking for exotic encounters with nature. Our five-day trip to Puntarenas and the Nicoya Peninsula followed a day in San Jose at ExpoTur, a trade show put on by Costa Rica's tourism industry. The opening ceremony in the ornate 1890s Teatro Nacional was addressed by government dignitaries, including Costa Rican President Carlos Alvarado Quesada. Tourism, after all, is the country's top money-maker.*

*Though Costa Rica is small—about the size of Vermont and New Hampshire combined—it is packed with biodiversity and scenic splendor, from beaches and rain forests to volcanic mountains ringed with clouds. North Americans feel comfortable there because the people are friendly, the government is stable and tourism is well developed. U.S. dollars are widely accepted, many people know English, the electrical current is the same as at home and you can drink the tap water. Some communities are full of expatriates who like the Costa Rican lifestyle.*

*I am looking forward to going back and seeing other parts of the country. Maybe next time it will be a coffee or cacao plantation, zip lining through the jungle or the urban scene in San Jose and the Central Valley.*

*Happy traveling,*

*Randy Mink, Senior Editor*

- Mink plans to cover his press trip experience for **Leisure Group Travel Online (UVPM: 20,000)** in the coming months, and for the November/December 2019 issue of **Cruise Travel Magazine (Circulation: 20,000)**.


# Coverage (cont.)

## Vawn Himmelsbach, Travelweek

- Himmelsbach published an article about her press trip experience for **Travelweek** (UVPM: 50,596 / Ad Value: \$1,011.92) on May 28, 2019, titled "[Costa Rica targets 'undiscovered' destinations at 35th annual Expotur.](#)"



May 28, 2019



**Costa Rica targets 'undiscovered' destinations at 35th annual Expotur**

Tuesday, May 28, 2019  
By: Vawn Himmelsbach

SAN JOSE, COSTA RICA — Costa Rica has built its tourism industry on ecotourism and soft adventure. But at this year's 35th anniversary of Expotur, one of the most important travel marts in Latin America, the focus was on showcasing new consumer offerings.

"We are very proud of what we have accomplished as a tourist destination," said Maria Amalia Revelo, Costa Rica's Minister of Tourism, during a press conference. But, she added, "we know we still have a lot of work to do."

# Anticipated Coverage

*The following is anticipated coverage resulting from the Expotur press trip. NJF will report coverage in real-time and on a monthly basis via the agency's monthly report.*

- Journalist Mark Chesnut plans to publish a destination feature on Puntarenas on **TravelAge West (UVPM: 50,941)**, in which he will include a sidebar about Expotur.
- Journalist Olivia Balsinger plans to publish an article on **Insider Travel Report (UVPM: 90,000)** surrounding Costa Rica's tourism strategy and how it affects travel advisors and/or new or renovated travel products in the destination, including attractions, tours, accommodations, etc. NJF is discussing story specifics with Balsinger and the possibility of setting up a phone interview with the ICT in the coming weeks.
- Journalist Michael Schoenberger plans to publish a feature in the July/August 2019 issue of **Jax Fax Travel Marketing Magazine (Circulation: 20,000)** on Costa Rica as a destination, including new attractions and hotels.



# Clippings: Social Media



**mundera** • Follow  
Tambor Tropical Beach Resort

**mundera** Another lovely day at Tambor Tropical, a gorgeous small #hotel in Costa Rica's Puntarenas province. #costarica #beachvacation #puntarenas #traveler #globetrotter #travelwriter

5w

**curiosity\_mag** Thanks for sharing

5w 1 like Reply

63 likes  
MAY 15



**mundera** • Follow  
Isla Chiquita

**mundera** Happy to be in Costa Rica! #viajero #traveler #costarica #gaytraveler #puntarenas

7w

38 likes  
MAY 11



**mundera** • Follow  
San José, Costa Rica

**mundera** Pura vida! A productive & enjoyable day at Exportor, Costa Rica's annual #tourism expo. #costarica #puravida #tico

7w

**thedogwagviolet** Sloth photos please

7w 1 like Reply

32 likes  
MAY 9



**mundera** • Follow  
Isla Chiquita

**mundera** Time for a tasty pineapple cocktail in Puntarenas, Costa Rica! #cocktails #costarica #traveling

7w

**travelxdigest** Nice Page! Visit mine when you have the chance! (:

7w 1 like Reply

29 likes  
MAY 11



**mundera** • Follow  
Parque Marino del Pacifico

**mundera** Checking out a sea turtle at Pacific Marine Park, the only aquarium on Costa Rica's pacific coast that rescues and rehabilitates animals. #costarica #tico #explotheworld #turismo

7w

**thedogwagviolet** Aww it's just a baby!

7w Reply

44 likes  
MAY 10



**mundera** • Follow  
Natuwa Santuario de Lapas

**mundera** Today I met a couple super cute baby sloths in Costa Rica! #naturetravel #traveler #viajero #travelwriter #gaytraveler #costarica

7w

**thedogwagviolet** 2-toed or 3-toed sloths?

7w Reply

89 likes  
MAY 10

Media Attendee: Mark Chesnut  
Instagram: @mundera  
Followers: 3,699



# Clippings: Social Media (cont.)



**mundera** • Follow  
Isla Chiquita

**mundera** Happy to be in Costa Rica!  
#viajero #traveler #costarica #gaytraveler #puntarenas

7w

38 likes  
MAY 11



**mundera** • Follow  
Isla Chiquita

**mundera** A smiling bartender and a fresh pineapple daiquiri : perfect afternoon at Isla Chiquita, an island glamping hideaway in Costa Rica.  
#cocktails #traveltheworld #costarica #beachvacation #puntarenas #nicoya

6w

**thedowagerviolet** This looks like a fabulous drink - I need to get Angel to make me one!

6w 1 like Reply

35 likes  
MAY 16



**mundera** • Follow  
Isla Tortuga, Punta

**mundera** Isla Tortuga is home to a gorgeous beach in Puntarenas, Costa Rica. Spent a day there today with Bay Island Cruises.  
#beautifulview #beachvacation #beaches #costarica

7w

34 likes  
MAY 12



**mundera** • Follow  
Natuwa Santuario de Lapas

**mundera** Today I met a couple super cute baby sloths in Costa Rica!  
#naturetravel #traveler #viajero #travelwriter #gaytraveler #costarica

7w

**thedowagerviolet** 2-toed or 3-toed sloths?

7w Reply

89 likes  
MAY 10



**mundera** • Follow  
Isla Chiquita

**mundera** Believe it or not, this is the inside of a tent! Located just off the coast of Puntarenas, Isla Chiquita bills itself as Costa Rica's "only island glamping hotel!"  
#costarica #luxurytravel #luxuryhotel #hotels #hotellife

7w

**babykate7** Great posts!

7w 1 like Reply

**bomisuzuki** Brilliant one

7w Reply

40 likes  
MAY 12



**mundera** • Follow  
Puntarenas, Costa Rica

**mundera** Cocktail en route to Isla Tortuga, a beautiful beach island near Puntarenas, Costa Rica.  
#exploretheworld #traveler #travelwriter #viajero #costarica

7w

48 likes  
MAY 12

Media Attendee: Mark Chesnut  
Instagram: @mundera  
Followers: 3,699



# Clippings: Social Media (cont.)



**mundera** • Follow  
Natuwa Santuario de Lapas

**mundera** So cute: these sloth babies were rescued after their mother died. Lots of nature to explore in Costa Rica's Puntarenas region! #explorettheworld #costarica #sloth #traveling

6W

**thedowagerviolet** Did they make cute little squeaking noises?

6W 2 likes Reply

— View replies (1)

**thedowagerviolet** If you see any orchids growing wild, please take pix, I'm a big orchid fan too.

6W 1 like Reply

44 likes  
MAY 11



**mundera** • Follow  
Paquera, Puntarenas, Costa Rica

**mundera** Capuchin monkeys are easy to spot in Puntarenas, Costa Rica (please correct me if I've misidentified this cutie!) #costarica #wildlife #naturetravel #puntarenas

5W

29 likes  
MAY 16



**mundera** • Follow  
Tambor Tropical Beach Resort

as well as easy access to the natural beauty of Costa Rica's Puntarenas province (I will miss that pool, too!) #costarica #hotels #puntarenas #besthotels #traveling

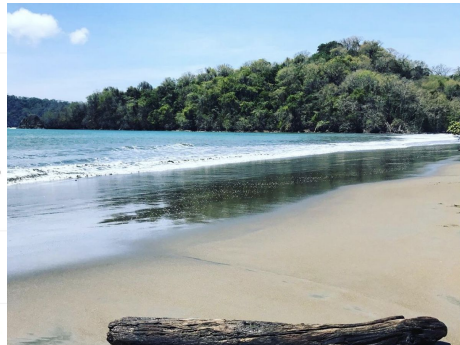
6W

**thedowagerviolet** Wow, I wouldn't mind hanging out at this place!

6W 1 like Reply

32 likes  
MAY 14

Add a comment... Post



**mundera** • Follow  
Paquera, Puntarenas, Costa Rica

**mundera** So relaxing: A perfect stretch of unspoiled beach in Puntarenas, Costa Rica. #beachvacation #puntarenas #costarica #paradise

5W

**thedowagerviolet** It looks like dinosaurs should be walking around here.

5W 1 like Reply

**evelynbandocr** You are here for Expotur! When do you leave?

5W Reply

— View replies (4)



**mundera** • Follow  
Costa Rica

**mundera** Boating around Puntarenas and Costa Rica's Nicoya peninsula is a beautiful and fun experience. There are beaches to explore and gorgeous little hotels. Wait til you see where I'm staying next! #costarica #traveler #gaytraveler #viajero #travelwriter #travelblogger

6W

**soydaniel06** Epa!

6W 2 likes Reply

**dianaibarrac** awesome

6W Reply

62 likes  
MAY 13



**mundera** • Follow  
Paquera, Puntarenas, Costa Rica

**mundera** Love the beautiful uncrowded beaches of Puntarenas, Costa Rica. This one is near the town of Tambor. #costarica #beachvacation #puntarenas #beachlife #vacationmode

6W

29 likes  
MAY 13



**mundera** • Follow  
Paquera, Puntarenas, Costa Rica

**mundera** One of the best things about day cruises around Puntarenas is the on-board snack and drink service! #costarica #puntarenas #traveling #daytrip #tico #puravida

6W

**margiearisty** @mundera Pura Vida!

6W Reply

33 likes  
MAY 14

Media Attendee: Mark Chesnut  
Instagram: @mundera  
Followers: 3,699

Estimated Ad Value: \$22.19/post for a total of \$421.61







# Clippings: Social Media (cont.)



vawnvoyage • Follow

vawnvoyage El Arbolito Solitario (aka the Jesus Tree) is a solitary 200-year-old tree rooted in the Pacific Ocean that appears to walk on water ...  
#puntarenas #costarica #tree #jesustree #solitarytree #beach #pacificcoast #travels #travelpic #traveler #puravida @visit\_costarica

3W

32 likes

JUNE 2



vawnvoyage • Follow

vawnvoyage Well, hello there ...  
#sloth #wildlife #wildlifesanctuary #puntarenas #costarica #costaricawildlife #natuwa #puravida #travels #travelpic #cuteanimals @visit\_costarica

5W

mariepoupartenflorida Wow!

5W 1 like Reply

joharr42 Outstanding👏

5W 1 like Reply

worldlyjewels Hey! We love your feed and would love you to rep our brand! Send us a direct

63 likes

MAY 24



vawnvoyage • Follow

vawnvoyage In search of bioluminescence ... #puntarenas #costarica #island #beach #boating #sunset #sunsets #island sunset #bioluminescence #travels #travelpic #travelwriter #puravida #visit\_costarica @visit\_costarica

4W

la\_journaliste Wow!

4W 1 like Reply

aramyweird Beautiful👏

3W 1 like Reply

31 likes

MAY 28



vawnvoyage • Follow

vawnvoyage Pura vida in Puntacanas. #costarica #puntacanas #puravida #boating #viewpoint #landscape #nature #cloudyday #rainyday #travels #travelpic #travelgram @visit\_costarica

5W

pauloacevedo\_ Nice Pict!👏 I guess it is Puntarenas!

5W 1 like Reply

mundera Gorgeous!

5W 1 like Reply

35 likes

MAY 22

Media Attendee: Vawn Himmelsbach  
Instagram: @vawnvoyage  
Followers: 299

Estimated Ad Value: \$1.79/post for a total of \$7.18