

CASE STUDY

Cuba Hotel & Resort Trade Luncheon



330+ Attendees



Multi-brand Cuban
Tourism Showcase



Strategic Partner

sunwing



Event Type

Multi City B2B Luncheon &
Trade Showcase



Timeline

14 Days from Concept
to Execution

December, 2024



TRAVELTRENDSET



THE ASK

The Event A two-city B2B trade showcase designed to reignite Canadian interest in Cuba's evolving tourism landscape. This cross-brand luncheon series brought together the country's leading all-inclusive resort and hotel groups for industry events targeting key stakeholders in Canada's travel sector.

Client A consortium of Cuba's premier all-inclusive resorts and hotels, including Melia, Iberostar, Blue Diamond Resorts, Archipelago, MGM Muthu, Kempinski, Hoteles Playa, Playa Luxury, Valentin, Roc Hotels, Selectum Family Resorts, Vila Galé, Sirenis, Gaviota Hotels, and AH Hotels.

Location & Dates

December 10, 2024 - Toronto, ON

December 11, 2024 - Montreal, QC

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THE CHALLENGE

As the all-inclusive resort industry's agency of record for multiple Cuban brands, Travel Trendset was tasked with reigniting Canadian interest in Cuba's evolving tourism landscape. Our mission was to concept, produce, and execute a two-city industry event series with only a 14-day lead time. The stakes were high - this cross-brand showcase needed to unite Cuba's leading resort and hotel groups under one cohesive experience that would inform, impress, and inspire key stakeholders in Canada's travel industry.

THE RACE AGAINST TIME

- 2-week timeline to secure venues, coordinate 15+ resort and hotel brands, and manage guest lists across two major cities
- Complex logistics coordination between Toronto and Montreal events
- On-site management of 330+ high-value industry professionals including travel advisors, tour operators, and media
- Orchestrating live entertainment, cultural programming, and brand presentations across both venues

THE EXECUTION

Delivered comprehensive multi day trade showcase experience designed to elevate Cuba's destination positioning

VENUE & EVENT PRODUCTION

- Secured two premium venues The Arlington Estate in Toronto and Le Château Royal in Montreal
- Curated Cuban-inspired menus and signature cocktails to enhance cultural immersion
- Coordinated comprehensive A/V setups, staging, and technical production

PROGRAMMING & CONTENT DEVELOPMENT

- Developed complete presentation content and design showcasing hotel updates, new openings, and current properties across Cuba
- Created bilingual presentations delivered in both English and French for respective markets
- Organized keynote speakers to present Cuban tourism updates and industry insights
- Coordinated live Cuban entertainment featuring professional bands and traditional dancers

TRADE SHOWCASE EXPERIENCE

- Curated exhibitor-style partner tables for all 15+ resort and hotel brands
- Managed distribution of co-branded promotional materials, brochures, and guest amenities

MEDIA & INFLUENCER RELATIONS

- Secured participation from top Canadian travel press and industry influencers
- Coordinated real-time social media coverage to amplify event reach and extend post-event visibility

VIP GUEST CURATION & MANAGEMENT

- Developed exclusive VIP invite lists targeting key travel agents and trade professionals
- Coordinated RSVPs and attendance management for 330+ industry stakeholders
- Executed seamless on-site check-ins and strategic seating arrangements



BY THE NUMBERS

Event Impact

330+ Total attendees across both cities

15+ Cuban resort and hotel brands represented

2 Premium venues secured

100% Event execution success rate

TORONTO - THE ARLINGTON ESTATE

180-200 attendees | Live Cuban entertainment with professional dancers | Real-time social media coverage amplified reach

MONTREAL - LE CHÂTEAU ROYAL

180 attendees | Strong turnout from Quebec's leading travel agencies | Balanced programming of brand presentations, cultural moments, and networking opportunities



BUSINESS IMPACT

- Unified 15+ Cuban resort and hotel brands under single event experience
- Strengthened Sunwing partnership positioning across English and French Canadian markets
- Enhanced Cuba's destination repositioning as premium travel option
- Generated immediate trade interest and booking inquiries from key travel sellers

WATCH THE EVENT HIGHLIGHTS

[CLICK HERE](#)

THE TAKEAWAY

Through rapid, high-caliber production, Travel Trendset delivered two premium all-inclusive resort and hotel events that successfully united Cuba's top resort groups with Canadian travel professionals. The campaign created a vibrant, multi-brand showcase that elevated Cuba's destination positioning and strengthened strategic partnerships across both English and French Canadian markets.

WHY THIS WORKED

01 UNIFIED BRAND EXPOSURE

Brought 15+ Cuban resort and hotel brands under one curated event experience, maximizing collective impact and market presence.

02 TRADE-FIRST APPROACH

Created direct engagement opportunities between resort partners and key travel sellers, facilitating immediate business development.

03 BILINGUAL MARKET PENETRATION

Delivered presentations in both English and French, effectively engaging travel professionals across Canada's two primary language markets.

04 MEDIA AND PRESS COVERAGE

Secured top Canadian travel press and influencer participation, extending event reach and generating post-event visibility across key industry publications.

05 AGENT EDUCATION AND BOOKING OPPORTUNITIES

Equipped travel agents with updated product knowledge and direct resort contacts, leading to increased booking opportunities and enhanced sales capabilities for Cuban destinations.

06 FULL-SERVICE EXECUTION

Delivered high-quality events in just 14 days—covering concept development, guest management, venue coordination, logistics, and media relations.

07 MARKET RESONANCE

Reinforced Cuba's repositioning as a premium destination for Canadian travelers while strengthening industry relationships.



CONTACT INFORMATION

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