# A stronger Central America

By Isabel BarrantesEach day that goes on Central America is consolidated as one of the favorite destinations for the European and North American markets, and some incipient ones as the Asian and South American.

Direct flights, connections and convenient itineraries, united to the strengthening of services in the region as multiple destination make it more competitive in this market: tourism, business and investments. Merely in Costa Rica data reveal that for the first month of the year, the increase in visitors was around 13.7% as compared to the month of January of 2007, going from 127,647 to 145,145 persons registered at the international airports Juan Santamaría and Daniel Oduber.

All this united to the constant presence of Costa Rica, Panama, Guatemala, Honduras, El Salvador, Nicaragua and Belize at tourism fairs in Europa and other regions of the world. Likewise our participation this year in COCAL 2008 Montevideo, and for the 2009 with a decided support to the celebration of such important event in Costa Rica: it undoubtedly is the main reunion and show case for tourism of reunions in the region.

As members of ADOCA, we unite to this organization's effort, which jointly with the Costa Rican Tourist Board (ICT), Costa Rica's National Chamber of Tourism (CANATUR) and the Costa Rican Association of Professionals of Tourism (ACOPROT) with the purpose of rising to the occasion, hosting COCAL 2009 in our country. In our Business & Congresses section you'll find ample information on this event, which already promises to be our industry's main activity the coming year.