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Latin Routes hosts 40 UK agents on academy in Peru



By [Juliet Dennis](#) | April 03, 2024, 16:30



Latin Routes has hosted 40 UK agents at its second agent academy in Peru.

The Latin Routes Agent Academy was first held in Brazil in 2018 and consists of intensive training on all Latin American destinations.

The second academy was held over five nights and included a fam trip to Cusco, Sacred Valley and Machu Picchu as well as two days of intensive training in Lima.

Agents met up with more than 20 suppliers on the trip, including cruise lines such as Silversea and Quark Expeditions, and hotels such as Explora, Inkaterra and Iberostar, as part of networking sessions to educate the trade and give them the confidence to sell all the countries across Latin America, including excursions, accommodation and key experiences to suit different types of clients.

More than 200 agents applied to join the academy. Agents had to say why they thought they should be chosen to be in with a chance of attending.



Latin Routes head of trade sales Gaynor Atherton thanked the company's staff as well as sponsors, agents and suppliers for making the trip a success.

She added: "All the agents thoroughly enjoyed experiencing the highlights of Peru and doing a deep dive into the Latin Routes portfolio of countries."

Baldwins Travel agent Sally Ward said: “The academy training sessions provided an immersive experience, boosting my confidence in all things Latin America.”

Silversea’s UK regional sales manager Donatella Valzasina said: “Building on the success of their first ever academy in Rio a few years back, the event has grown into a ‘must attend’ for any travel advisor out there wanting to increase their knowledge of a much sought after destination, rich in diversity and with so much to offer.”



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