

M·E·E·T·I·N·G·S

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MEXICO TAKES AIM AT THE MEETINGS MARKET

Bienvenidos Programadores de Juntas!

Villa Verano, the former Macy estate in Puerto Vallarta, was developed specifically for conferences, retreats and other corporate functions that need to be secluded but not isolated. Spread over an acre, the 18-suite facility is located in an exclusive residential neighborhood of the city. Brad Walker, director of leisure marketing for Alaska Airlines, arranged an incentive trip for the company's top retail and wholesale accounts to Villa Verano. "The folks are attuned to every need you might possibly have," asserts Walker. "If you really want a flavor of Mexico, Villa Verano is the place."

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