

Sell Puerto Vallarta as an Expert

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Why Puerto Vallarta?

Puerto Vallarta has been drawing the interest of travelers for a long time but the sleepy beach town hit its tourism stride when it caught the eyes of Elizabeth Taylor and Richard Burton in the 1960s. Now, the thriving seaside town is a hotbed of travel with some of the most sought-after beaches, dining and adventure activities in Mexico.

Authentic Mexico

While Puerto Vallarta might be a highly desirably tourist hub, the region manages to hang onto its authenticity, blending centuries-old traditions with modern hotel accommodations, outstanding culinary options, beautiful art galleries and countless historical monuments creating a vibrant, exciting designation suitable for myriad types of travelers.

Ideal Beach Vacation Destination

One of the biggest draws of Puerto Vallarta is its beautiful beaches. Tucked away on Banderas Bay, travelers will find the bustling Malecon, hidden beaches and white, sandy crescents outside sprawling full-service resorts.

Specialist Program

Becoming a Puerto Vallarta specialist presents many advantages for travel advisors looking to sell this idyllic destination to clients. The region is well-suited for so many types of travelers, including families, couples, LGBTQ travelers, foodies, art and culture enthusiasts and more. The program will assist advisors in defining the benefits of Puerto Vallarta for all of these travelers.

Travel advisors will learn how to find the right neighborhoods for their clients' accommodations and interests, where their clients can best enjoy the area's natural beauty, how to direct your clients to the perfect beaches, and the many options for putting together fabulous weddings and other group events in Puerto Vallarta.

Chapter 1: The Lay of the Land

The first chapter of the program gives travel advisors a lay of the land and showcases Puerto Vallarta's beaches, natural surroundings, indigenous culture and more. It also provides an overview of accommodations and attractions that can be found in the region.

Chapter 2: Outdoor Fun, Food & Family Travel

The second chapter of the course includes information on a host of activities that clients can take advantage of when traveling to the area. There is information on great mountain biking paths, favorite foods, gourmet

events, a broad range of family adventure options and much, much more.

Chapter 3: More Niche Markets: Weddings/Romance, LGBTQ Travel & Wellness

In this last chapter, travel advisors will find information on planning events for clients who are looking for celebratory experiences in the area, including Pride celebrations, weddings and honeymoons, as well as the venues and services available in the area.

Graduate Benefits

Travel advisors who complete the program receive a certificate of graduation as a Puerto Vallarta Specialist. There is also the opportunity for earning Continuing Education Units for members of The Travel Institute.

Enroll in the Puerto Vallarta Specialist Program Today!

Start selling Puerto Vallarta as a destination specialist today. Sign up at Travel Agent Academy where you can access the course at any time, learn at your own pace and receive unlimited access to the content on your computer, tablet or smartphone.

