



**Contact:**  
 Maynor Larrieu  
 Digital Marketing Manager  
 Belize Tourism Board  
 Contact: 227-2420  
 Website: [www.travelbelize.org](http://www.travelbelize.org)

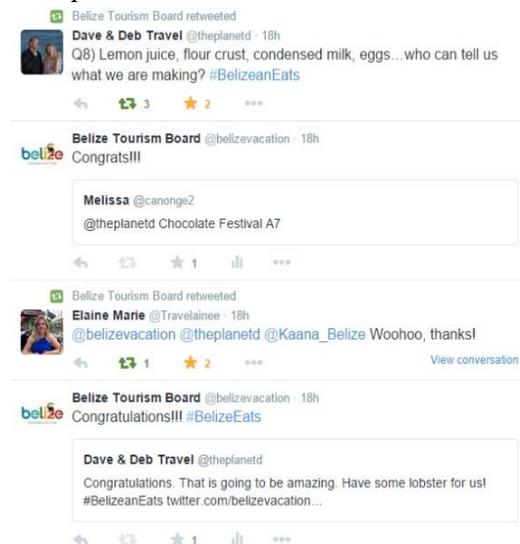


**Belize City, Belize – September 4, 2015** - The Belize Tourism Board (BTB) hosted another **SUCCESSFUL** Twitter Live Chat, September 3<sup>rd</sup>, 2015 under the hashtag #BelizeanEats! With exotic cultural influences and succulent local dishes, Belize surely enticed foodie-travelers online and garnered over in impressions.

Participants were equally excited to both discover the authentic tastes of Belize as well as getting the chance to win unique foodie inspired prizes!

*“Today our BelizeanEats Twitter live chat saw a huge user-reach and provided an added boost to the digital marketing drive for Belize! This is another testament to the endless possibilities that the digital market offers. As the leaders in marketing Belize online, we are always seeking new and creative ways to showcase the appeal that is Belize!” – Ms. Karen Pike, Belize Tourism Board’s Director of Marketing and Industry Relations.*

**Recap:**



This one (1) hour chat was hosted by @BelizeVacation along with (guest hosts) @ThePanted (Deb & Dave) with the sole focus on enticing foodie-travelers to discover the true “Taste of Belize”!

Using the data gathered from Crimson Hexagon, on #BelizeanEats, a total of 1,269 tweets were documented and 13 million impressions were made in just one hour!

This is a validation of the success that joint efforts produce, and we hereby extend a warm ‘Thank You’ to our valued sponsors who helped to make this Twitter live chat a fruitful one!

## **Sponsors:**

Bird's Isle Restaurant || Elvi's Kitchen || Guava Limb Café || Belikin || San Ignacio Resort Hotel || Ka'ana Resort || Flavor's of Belize || Splash Dive Center || Victoria House || EZ Boy Tours

THANK YOU once again to all participants and we look forward to future online Belize- engagements!

--

### ***About the Belize Tourism Board***

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit [www.travelbelize.org](http://www.travelbelize.org).

###