



### **Hotels in San Jose City Come Together to Change Destiny**

"Unity is Strength", so says a wise old saying that explains perfectly what is happening in San Jose City.

Renowned hotels in the city have decided to take action together to address, from a single front, promotional strategies and the strengthening of the Costa Rican capital. Their actions involve tactical planning for positioning San Jose as a cultural tourism destination, safe and clean, where local and international tourists can enjoy these exceptional attractions.

The first successful activity undertaken by these visionary entrepreneurs was the organization of the EXPOTUR 2010 opening cocktail, held last May 19<sup>th</sup> at Parque Morazan that, despite the drizzle in the evening, guests enjoyed a cultural show that led them on a journey through the cultural currents of San Jose.

The organization of this event was in charge of the Chamber of Hotels of San Jose City, integrated by Aurola Holiday Inn, Balmoral Hotel, Best Western Downtown San Jose, Clarion Amon Plaza, Inca Real Hotel, Maragato Hotel, Presidente Hotel and Sleep Inn Hotel, the Municipality of San Jose, and ACOPROT.