

Voluntary Report – Voluntary - Public Distribution

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Report Name: Food Service Trade Show Highlights Tourism Driven Import Demand

Country: Costa Rica

Post: San Jose

Report Category: CSSF Activity Report, Trade Show Evaluation, Promotion Opportunities, Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

FAS/San Jose collaborated with three Cooperators to highlight U.S. products tailored to Costa Rican food service demand at ExpHoRe - the largest trade show in Costa Rica targeting the hotel and restaurant sector. The more than 200 exhibitors at the show were looking to capitalize on a strong recovery in tourism and nearly \$400 million of planned tourism development in Northwestern Costa Rica. U.S. exports of consumer-oriented food and beverage products to Costa Rica in 2023 likely exceeded the 2022 record level of \$420 million.

Expo Hotels and Restaurants (ExpHoRe) is an annual hospitality trade show, featuring products and services for the food service and hotel industries in Costa Rica. From August 29-31, 2023, more than 200 exhibitors – including FAS/San José – engaged with nearly 5,000 industry professionals from across the country and the region, including food and beverage category managers, chefs, hotels, restaurants, caterers, cruise lines, and proprietors of a wide range of food service enterprises (e.g., bakeries, bars, coffee shops, etc.).

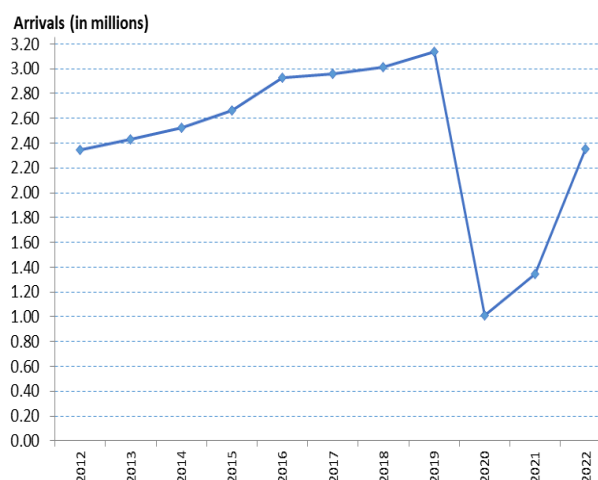
Alongside food and beverage manufacturers and distributors, wine and spirits importers, and trade associations, FAS/San José raised awareness of U.S. products available in the Costa Rican market, of the Sabor USA campaign and associated marketing opportunities, as well as FAS services to expand the market share of U.S. food and agricultural products. U.S.-origin products comprised 33 percent of total Costa Rican consumer-oriented food and agricultural imports in 2022.

FAS/San José increased foot traffic at its booth and highlighted U.S. products at ExpHoRe by partnering with the U.S. Meat Export Federation (USMEF), the Popcorn Board, and Potatoes USA. Cooperators provided products for sampling (including pork loin and mushroom popcorn kernels), chef demonstrations, and print material on their industry and offerings across the three days of the show.

FAS/San José recruited approximately 20 new local buyers to attend U.S. food and beverage trade shows in 2024, including the National Restaurant Association Show, the Americas Food & Beverage Show, the Summer Fancy Food Show, and the Natural Products Expo East.

Table 1. and Chart 1. International Arrivals to Costa Rica

| Year | International Arrivals |
|------|------------------------|
| 2012 | 2,343,213 |
| 2013 | 2,427,941 |
| 2014 | 2,526,817 |
| 2015 | 2,660,257 |
| 2016 | 2,925,128 |
| 2017 | 2,959,869 |
| 2018 | 3,016,667 |
| 2019 | 3,139,008 |
| 2020 | 1,011,912 |
| 2021 | 1,347,055 |
| 2022 | 2,349,537 |



Source: ICT with data from Dirección General de Migración y Extranjería.

The Central Bank of Costa Rica predicts continued expansion in the hotel and restaurant sector - projecting 12 percent growth in sales in 2024 (up from 7 percent in 2023). The Costa Rican Tourism

Institute (ICT) recorded more than 1.3 million international visitors arrived in the first six months of 2023, slightly above pre-pandemic 2019 levels.

In addition, industry watcher Turismo por Costa Rica (Tourism for Costa Rica) calculated that in 2023, tourists are staying longer and spending more, on average. Costa Rica tourism industry continues to recover, opening opportunities in the hotel, restaurant, and retail markets for U.S. products, and creating business opportunities for U.S. exporters.

FAS/San José believes U.S. companies targeting the Costa Rican food service and hospitality sectors, as well as Cooperators and Departments of Agriculture from different states, can find success exhibiting at future editions of ExpHoRe.

ExpHoRe Links for reference:

- **Web site:** <https://www.exphore.com/english>
- **Exhibitors:** <https://www.exphore.com/expositores>
- **Instagram:** <https://www.instagram.com/revistaapetito/>
- **Facebook:** <https://www.facebook.com/exphore>
- **Twitter:** <https://twitter.com/exphore>

Exp HoRe 2023 – Sabor USA Costa Rica social media

- First day at Exp HoRe:
<https://www.facebook.com/share/r/3QVfsPiqZNSCWmmy/?mibextid=I6gGtw>
- U.S. Products at Exp HoRe:
<https://www.instagram.com/reel/CwIHdCbRu6c/?igshid=N2ViNmM2MDRjNw==>
- USMEF pork testing at ExpHoRe:
<https://www.instagram.com/reel/CwIV8bDvubi/?igshid=N2ViNmM2MDRjNw==>
- Exp HoRe wrap up/final day:
<https://www.facebook.com/share/r/zMFzLhPnZCEQ8yHp/?mibextid=I6gGtw>

Images from ExpHoRe 2023





Attachments:
No Attachments.