



LATIN AMERICAN DEPARTMENT

April 2023 TDC Report

SALES INITIATIVES

WTM-LA Trade Show & Visit Florida Media Reception, April 2-6, 2023

WTM Latin America show is the B2B travel and tourism event for Latin America, offering excellent business opportunities, return on investment, and access to relevant and qualified travel and tourism chains.

The 2023 WTM-LA trade show was a huge success, and the second show day had all the different city caravans with travel advisors, making it the most successful Brazilian show since the pandemic.

In my WTM-LA show appointments, I negotiated new FAM opportunities with Orinter Tour & Travel, Flot, and BWT Operator. I also arranged FY24 marketing programs and added value to the Co-ops with virtual and in-person destination presentations and numerous incentive campaigns to continue our success in promoting our Portuguese Discovery Program training from the Brand USA platform.

In our appointments, we focused on meetings with operators that promote our destination, and most discussions were with new operators that I knew would not attend the IPW trade show in May.

In participating at the Visit Florida Media Event on April 4th, I provided a welcome destination presentation. I networked before and after the opening presentation with 34 media and content creators from Sao Paulo and Rio de Janeiro. I booked some upcoming visits to our destination, reconnected with previous content creators who visited our region, and provided a detailed interview for the Band News T.V. channel. I also gave destination updates to Mercado&Eventos and PANROTAS trade media.

Being able to attend the Visit Florida Media event was an added value to my participation at the WTM-LA trade show.

At the Brand USA client event, they introduced the Into Nature's Wild video and the nature park's outdoor aspects. I networked with tour operators, airline representatives, and hospitality industry partners.

PeTra Mexico Operator Visit, April 8-10, 2023

VSPC welcomed Mr. Jose Trauwitz and his family from PeTra Mexico Tour Operator to explore the destination from April 8th to 10th, 2023.

Petra Operadora is the largest Tour Operator in Mexico, with 50+ years of operation, and counts on a national agency network and the most relevant luxury agencies as clients. Focused on international products, recently merged with NAVITUR specialized cruise operator, and gaining many of their clients and its FIT line of business, "World experiences" by PeTra, hi-end focused and offering a very personalized client service. Golf, wellness, culinary, cultural, shopping, and outdoor activities are a big part of their product design.



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We are conducting a Co-op Campaign to promote the destination with different packages that include Orlando, Tampa, Miami, and Sarasota as an option for extension and pre and post-cruise options.

Visit Florida Brazil Roadshow (3 Cities), April 10-14, 2023

VSPC networked with trade professionals from Manaus, Belem, and Recife in SPC Roadshow participation. SPC presented a detailed 20-minute destination capacitation, followed by networking opportunities to interact with the trade in each city. SPC gave Portuguese updated collateral and SPC props to all in attendance.

The Visit Florida Roadshow attendance break-down was:

66 trade professionals in Manaus (MAO)

36 trade professionals in Belem (BEL)

108 trade professionals in Recife (REC)

There were 210 trade professionals in attendance, from travel advisors and operators to airline representatives. The trade-in attendance will be committed to promoting potential sales for the clients that have already secured their Florida leisure travels and future sales.

In my presentations, I also explained how to access our e-training to become a specialist in our destination via the Discovery Program platform.

DDMO Content Creators Visit April 17-20, 2023

Visit Florida reached out to SPC with the opportunity to collaborate and welcome to our destination the Brazilian content creators and founders of the DDMO – Dicas de Miami e Orlando.

Caio Mudalen and Ana Claudia Barbosa, the founders of the DDMO plan, were to visit the Central Florida region. SPC supported their visit arriving on April 17th and leaving on the 20th. We created a custom itinerary to promote the destination taking into consideration DDMO focus and followers' interest. DDMO focuses on the outdoors and unique experiences. Their audience likes to learn beyond theme parks and shopping in Orlando and Miami.

DDMO has 567K followers on Instagram [@dicasmiamieorlando](https://www.instagram.com/dicasmiamieorlando), and they receive massive engagement with their audience. On their trips, they are used to doing what they call "DDMOflix," meaning that they produce lives to show the activities and attractions in real-time, with an average reach of 2,500 to 3,000 followers per Live.

DDMO has a partnership with VMZ Operator with its travel agency, so they will assist DDMO followers in doing a similar itinerary as their visit or experiencing some of the activities, which is very common after Caio and Ana post content of their trips. DDMO has also organized excursions for groups in partnership with VMZ and other partners, which can be an outcome of this project in the future.



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Dicas Nova York Content Creators Visit, April 23-25, 2023

VSPC agreed to sponsor Visit Florida's project of welcoming Dicas Nova York Brazilian content creators to visit and explore our destination.

Fabio Angheben and Giovanna Lima founded the Dicas Nova York leisure blog. The couple created the blog in 2014 as a digital guide about New York, where they have lived since 2019. They expanded the scope and now also produce travel content about other destinations in the US and worldwide.

Besides the blog [Dicas Nova York](#) (327 UVM), they produce content on Instagram [@dicasnovayork](#) (199K) and YouTube [@dicasnovayork](#) (158K subscribers). Their content focuses on the city, gastronomy, travel experiences, and sports events. I included Dicas Nova York's media kit with the finance paperwork.

Fabio and Giovanna visited St. Pete/Clearwater on April 23-25 (2 nights stay), and we asked Visit Florida to sponsor the Sunday Rays Baseball Game. Visit St. Pete Clearwater will receive from the content creators for hosting them the following deliverables:

- 1 YouTube Video
- 1 Blog Post
- 3 Packages of up to 8 Instagram stories and 1 Instagram Reel.

DESTINATION PRESENTATIONS

AGAXTUR – Sorocaba Destination Presentation, March 22, 2023

The AGAXTUR Brazilian Tour Operator took a long time to share the final attendance and guest list. I held back from sharing the Sorocaba presentation until I had the final numbers.

As part of the Visit Florida AGAXTUR Tour Operator Co-op Marketing Program, SPC and the Visit Florida Brazil rep negotiated destination training in the interior cities of Sao Paulo.

The Sorocaba capacitation reached 56 trade professionals. Rodrigo Pereira presented the training per Andrea's support and guidelines.

AGAXTUR – Santos Destination Presentation, March 23, 2023

The AGAXTUR Brazilian Tour Operator took a long time to share the final attendance and guest list. I held back from sharing the Sorocaba presentation until I had the final numbers.

As part of the Visit Florida AGAXTUR Tour Operator Co-op Marketing Program, SPC and the Visit Florida Brazil rep negotiated destination training in the interior cities of Sao Paulo.



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The Santos capacitation reached 44 trade professionals. I am attaching the AVIAREPS report where Rodrigo Pereira presented the training per Andrea's support and guidelines and the final guest list for proof of work.

PEA Travel Advisors Destination Presentation, April 26, 2023

Andrea Gabel provided the second PEA destination presentation to 14 Brazilian travel advisors from the interior cities of the Sao Paulo region.

The virtual presentation lasted 40 minutes and dedicated 20 minutes to answering questions and providing tips about the destination.

MARKETING INITIATIVES

Azul Viagens (Operator) & Azul Linhas Aéreas (Airlines) Co-op Program Results

Visit Florida trade team contracted the Azul Viagens (Tour Operator) and the Azul Linhas Aéreas (Airlines) Co-op Marketing Program. VSPC negotiated the Azul Viagens (Operator) virtual training and confirmed participation in November 2022.

The program ran in the Brazilian market from November 16, 2022, to March 15, 2023, an extended time from the original signed P.O. as a bonus to Visit Florida and the DMOs in participation.

The Azul Operator and Azul Airlines Co-op results provided impressive brand exposure reaching:

- 297,921 impressions from the Azul Viagens (Tour Operator) homepage banner
- Exclusive email MKT sent to 1,823,905 with an open rate of 2.85% and a CTR of 0.26%
- Email MKT sent to 869,704 with an open rate of 9.53% and a CRT of 0.50%
- Google Display Web Banner for desktop and mobile awareness reaching 2,820,109 impressions, with 66.175 clicks, and a CTR of 2.35%

AGAXTUR Operator Co-op Program Results

Visit Florida trade team contracted the 2023 AGAXTUR Viagens (Tour Operator) Co-op Marketing Program. The Visit Florida Brazil representative negotiated training sessions as part of the campaign as a bonus element. VSPC Brazilian projects representative provided the AGAXTUR training sessions with Andrea Gabel's guidance and custom slides.

The program ran in the Brazilian market from January to March 2023. Below are the results of the campaign:

- 43 Bookings and 150 Room Nights = 21-Feb, 64-Mar, and 65-April
- The hotel selection for most room nights was:
- Sheraton Sand Key Resort, Hilton Clearwater, Wyndham Grand Clearwater Beach, and Hampton Inn Hotel & Suites Clearwater Beach.
- 2023 Campaign Impressions Results = 22,242.436



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MARKET INTELLIGENCE | EDUCATIONAL TRAINING | TRENDS

Simpleview Summit, April 22-27, 2023

Liz McCann attended the 2023 Simpleview Summit. The summit educates and trains attendees on the CRM (Customer Relationship Management) program.

She attended several key sessions that will be used to educate the department on best practices and how to ensure that the CRM data is best used for future projects.

She met with several people from other CVBs and shared ideas on uses of the CRM that are successful for those CVBs.

Overall, the summit provided many current and future applications that will ensure that the bureau continues to be successful.

CORRECTION

AGAXTUR Campinas Destination Presentation, March 1, 2023

The correction is the final guest list provided by the AGAXTUR Tour Operator had 47 trade professionals in attendance rather than 34. The revised and final guest list is in the Simpleview system for proof.