

## **LATIN AMERICA DEPARTMENT December 2023 TDC Report**

### **SALES INITIATIVES**

#### **Almundo CVC OTA Summit, December 4, 2023**

In our ongoing commitment to promote our destination in the Argentina market, VSPC attended the CVC\_Almundo 14th Summit in Orlando on December 4, 2023. CVC Almundo OTA (online travel agency) is a travel agency platform operating across Latin America.

CVC Almundo welcomed 100 crucial travel advisors that promote and sell Florida to the Argentina market, with the accessibility of attending VSPC's destination presentations followed by one-on-one meetings.

Almundo operates as an OTA on the web and in retail sales. Given that 50% of operations occur in person at the brand's commercial offices (107 points throughout the country), the training of sellers is particularly relevant. This training equips them with the necessary knowledge and skills to effectively promote and sell Florida as a destination to the Argentina market.

VSPC's participation at the Almundo CVC Operator Summit was vital to our Co-op marketing campaign with the operator.



#### **Ladevi Media Visit & Brian's Interview, December 8-9, 2023**

On Friday, December 8th, the Latin America Team organized and welcomed Claudia Gonzalez and Adrian Bertini to cover what's new in the destination and interview Brian Lowack, highlighting Celebrating 100 years of St. Pete Shuffleboard Club, the Ten years of SHINE Mural Fest, the Dali Museum Exhibit, St. Pete/Clearwater as the newest Concert Destination, and the new hotel openings.

Adrian Bertini, a key figure in our communication, serves as the Ladevi and Panrotas trade media contact for media programs and the Ladevi trade workshops.

Ladevi was founded in 1989 in Argentina; it is the region's leading travel industry publication. For years, Ladevi has provided a compact source of new and reliable information, serving as an effective commercial bridge between buyers and sellers.

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The Ladevi E-Magazine brings market trends, management, new products, executive appointments, and interviews with decision-makers as brand signatures.

The Ladevi E-Magazine, La Agencia de Viajes, reaches 121,630 impressions only in the crucial Latin American markets (Argentina, Colombia, and Mexico). The La Agencia de Viajes Newsletters reaches 94,118 subscribers in the crucial Latin American markets.



Link to Brian Lowack interview: <https://www.ladevi.info/visit-st-peteclearwater/visit-st-peteclearwater-un-destino-propuestas-todos-los-publicos-n60223>

#### **CVC Almundo Brand Marketing Visit, December 10-12, 2023**

VSPC assessed the opportunity to welcome the CVC\_Almundo Brand Marketing Team, Nicole Teiblum, and Diego Scalese, to visit our destination for the first time from December 10-12, 2023, with the intent of adding value to our committed CVC Almundo Co-op Program.

The CVC Almundo Marketing client's visit followed VSPC's attendance at their 14th Summit in Orlando. While hosting the marketing clients, VSPC negotiated additional program assets, including posts on social media, the destination landing page, and special destination packages.



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#### MARKETING INITIATIVES

##### **Copa 10<sup>th</sup> Anniversary – Tampa International Airport Collaboration, December 15, 2023**

The Latin America Department collaborated with the Tampa International Airport Marketing Team to celebrate Copa Airlines' 10th anniversary of nonstop service between TPA and Panama.

As part of our participation, we connected and negotiated with the Copa Airlines sales managers from the Miami and Orlando areas for upcoming opportunities to partner and promote St. Pete Clearwater in Latin American markets. One of our collaborations is hosting Copa Airlines Alexis Guini, Sales Manager Southeast, USA, in our Florida Huddle client dinner on February 5, 2024.

