

LATIN AMERICAN DEPARTMENT

June 2023 TDC Report

SALES INITIATIVES

BWT Operator Trade Convention, June 4-7, 2023

The Latin America Department negotiated our participation at the BWT tour operator trade Convention on June 4-7, 2023, with AVIAREPS representing our destination and providing a stage training presentation and one-on-one meetings with travel advisors sharing enhancing selling tips.

The convention welcomed 252 travel advisors, the additional 13 FRT operator sales and marketing team, the Visit Florida Brazil representative, and the Brand USA Brazil representatives. Four trade media channels covered our presence and SPC presentation (PANROTAS, Mercado & Eventos, Travel 3, and the Coluna de Turismo).

VSPC received the pre-convention destination packages with combined impressions 4,235 and reached 4,659 trade professionals.



Rodrigo Pereira | AVIAREPS Projects Representant for VSPC

Juan Velez Content Creator Visit, June 15-18, 2023

VSPC welcomed Juan Camilo Velez, a Travel Blogger, Travel Agency Owner, and Influencer from Colombia from June 15 – June 18, 2023, to experience the destination for the first time.

Juan is a travel blogger and influencer. He has managed to connect with his audience through his humility, honesty, and charisma, which has allowed more than 170,000 people to see him as a tour guide and connect with the experiences in each of his journeys and his life, thus making him one of the most beloved bloggers and travel content creator in Colombia.

Through his Instagram account, @kasedna_travel invites followers to learn about different places! Today, his website (<https://kasednatravel.wixsite.com/misitio/kasedna>) and his social networks guide thousands of followers in planning their travel and looking for information about each destination. He has more than 186K followers on Instagram.

LATIN AMERICAN DEPARTMENT

June 2023 TDC Report

The Travel Team Trade FAM, June 26-30, 2023

In partnership with the Travel Team luxury travel advisors, we welcomed to our destination a unique FAM with 11 travel advisors from all over Brazil and one celebrity digital influencer.

The FAM arrived on Monday, June 26th, and spent 4-nights in our destination, where we showcased the region with a custom itinerary. The Travel Team group was created a year ago to collaborate and promote the destination with digital advertising content and promote to their existing and potential clients (travelers).

The travel advisors of the Travel Team reached 180k followers, 1M total impressions, 14k social media reach by each agency, and 182k combined reach.

The Travel Team deliverables to Visit St. Pete Clearwater for the partnership and hosting the FAM will produce feed and Reels Instagram posts, full Stories coverage about the destination, and, most important, promote the region to their existing and potential clients (travelers).



The Travel Trade FAM at the Dolphin Beach Resort

MARKETING INITIATIVES

Visit Florida Orinter Co-op Final Program Results Nov 2022- March 2023

Visit Florida trade team contracted the minor FY23 Orinter Tour & Travel (Tour Operator) Co-op Marketing Program. Orinter extended the campaign from November 2022 to March 2023. Below are the campaign results and its highlights:

- 29 Room Nights with an estimated \$5,800 client production
- Orinter online banners metrics reached 162,358 views
- Orinter Instagram Social Media Posts reached 2,220 Impressions
- Diario do Turismo Platform March 10th Newsletter reached 3,146 unique views
- Diario do Turismo Platform Instagram Posts reached 10,640 views



LATIN AMERICAN DEPARTMENT

June 2023 TDC Report

- Diario do Turismo Platform Online Banners reached 188,923 impressions, with 10,076 clicks and a CRT of 5.33%
- Travel3 Platform Banners reached 233,215 impressions/views with 507 clicks
- Viajar Pelo Mundo Instagram Posts reached 16,946 views

The final reports are available in the client production tab in the Latin America Sales Tour/Travel Simpleview module under the 2023 V.F. Orinter Co-op Marketing Program Results.

Price Travel Colombia Co-op Program Results, January-February 2023

Visit Florida trade team contracted the Price Travel Colombia (Wholesaler/Tour Operator) Co-op Marketing Program. VSPC confirmed participation in December 2022.

The program ran from January to March 2023, and when VSPC attended the ANATO Trade Show in February 2023, Andrea met with Price Travel and discussed the program's progress.

I am attaching the V.F. Price Travel Colombia Co-op marketing program final marketing report with an impressive brand exposure reaching:

- 752,012 combined marketing impressions
- A total of 227,408 of the combined impressions were related to Tiquete Baratos (digital booking platform)

As part of our Co-op marketing program, VSPC provided a virtual training session to Price Travel Colombia on January 19, 2023, reaching over 67 operator sales teams and travel advisors.