



LATIN AMERICAN DEPARTMENT

October 2023 TDC Report

SALES INITIATIVES

Porta de Embarque Content Creator Visit, October 8-11, 2023

In partnership with the Visit Florida PR team, the Latin America department welcomed the Brazilian journalist and content creator Natália Manczyk, creator of the platform Porta de Embarque, to visit our region for the first time.

Porta de Embarque is a travel website created by one of the leading travel journalists in Brazil. Natália, who worked as a reporter and assistant editor for 11 years, travels internationally once a month, and at 35 years old, she has visited more than 65 countries.

Natália focuses on reporting about destinations, news, hotels, and routes in the blog Porta de Embarque. An audience of frequent travelers of high cultural levels follows Natália, who relies on her professional advice. Besides online media, Natália publishes articles in all the prominent travel magazines in Brazil and writes printed travel guides sold in all the bookstores in Brazil.

In 2022, Natália won the Europe Communication Award, given by the European Travel Commission, for the best article about Europe published in Brazil, and a finalist of the IPW Travel Writer Awards, presented by the U.S. Travel.

Below are some of the Porta de Embarque's high points:

- The Porta de Embarque blog has a monthly audience of 15,000+ pageviews.
- The well-known Brazilian site Catraca Livre shares Porta de Embarque posts with 53M monthly pageviews.
- Porta de Embarque readers breakdown is 87% Brazil, 6.7% U.S., and 1.6% Portugal.
- The main Brazilian cities readers are Sao Paulo, Rio de Janeiro, Belo Horizonte, Curitiba, and Brasília.
- The blog readers' profiles are 68.4% Women and 31.6% Men, with a 49.23% age range of 25-35 years old.
- Natália writes for the Viagem Livre website in Brazil, with 1 billion pageviews/month.

Porta de Embarque Social Media Presence:

- Instagram Impressions/ 90 days reach over 5.4M
- Instagram followers 51.5K+ followers
- TikTok with over 4.6M views
- Kwai reaches 150K+ views per month

Below are the deliverables Visit Florida and Porta de Embarque has agreed to provide to Visit St. Pete Clearwater for hosting her visit:

- 1 destination blog post on Porta de Embarque
- At least two feed posts/Reels about the destination on social channels (Instagram and Facebook)

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- At least eight stories per day focused on St. Pete Clearwater
- At least four stories per day focused on the accommodation
- 1 YouTube video for St. Pete/Clearwater



BTM Trade Show & Diversa Operator Convention Presentation, October 19-20, 2023

BTM (Brazil Travel Market) is the official Trade Show for Brazilians from the North and Northeast of the country and the main door to direct meetings with tour operators and trade media. VSPC reconnected with crucial tour operators and met new Manczyk contacts during the show participation.

On the BTM's first day, VSPC joined the show owners as a supplier and connected with Brazilian trade media, a Team America Receptive Operator, and the contact for Latin America.

VSPC also reconnected with crucial trade media channels and met new content creators from the show territory.

After a two-day trade show, VSPC joined US suppliers, the Brand USA, and the Visit Florida team for the first-time attendance at the Diversa – Descubra USA 2023 hospitality trade event. It's their second edition, and they welcomed 144 travel advisors and producers of Diversa packages. VSPC provided an all-day, 14-minute meeting for groups of six advisors with a custom educational training session, allowing the trade to interact and ask questions.

In the second part of the Descubra USA 2023 trade convention, VSPC supported the advisor groups, including St. Pete Clearwater, in their package development.

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Estadão Press Visit, October 19-22, 2023

VSPC welcomed Valeria Bretas from Newspaper Estadão in Brazil. Valéria Bretas is the editor-in-chief of Estadão Investidor (a section of the newspaper Estadão, one of the most essential publications in Brazil). VSPC showcased our destination and educated the Brazilian media on what they can expect from a visit to St Pete/Clearwater, connecting it with the proximity to Orlando and its easy access. Valeria aims to highlight travel costs to our destination, showcasing a budget trip and a luxury perspective.

Valeria traveled to and promoted our destination on her social media pages, reaching over 2 million followers.



Price Travel Content Creators Visit, October 19-23, 2023

In collaboration with Visit Florida, VSPC welcomed Price Travel Mexico Content Creator for the first time in the destination. They explored and created our destination VSPC landing page to promote packages within the Mexican market through the Price Travel platform.

The group comprised Aubrey Brown, Visit Florida Public Relations Account Executive, Ode Ruiz (@Ode_Ruiz), and Ariadna Ruffrancos (@YoSoyViajera).

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This effort is part of our ongoing Co-op campaign with Price Travel Holding, running until December 2023, and is expected to generate over 4,390,540 impressions.

PriceTravel Holding is in Mexico and Colombia, primarily focusing on the B2C, B2B, and Meetings Tourism markets. These sales channels contribute significantly to revenue diversification.

In collaboration with Visit Florida, we will receive the following posts about their destination experiences on their social media channels:

- Two reels/posts fixed in the feed
- Two posts, with at least one including the hotel
- One story per activity
- Three stories with a link to the Price Travel landing (VF will send you the link)
- Travel Reel and Price Travel
- Podcast on “Buen Viajeras”
- Ten photos/videos with full rights



Visit Florida Colombia Sales Mission, October 23-27, 2023

VSPC joined the Visit Florida Colombia Sales Mission from October 23-27, 2023, to promote our destination to the Colombia market. The mission aimed to establish strong ties with travel agencies and tour operators in Medellín, Cali, and Bogotá, three of the main cities of Colombia, to foster strategic commercial partnerships, increase sales opportunities, and encourage mutual collaboration.

VSPC showcased and highlighted the destination, emphasizing its attractions, culture, cuisine, and activities, creating its visibility and attracting more potential tourists. VSPC provided educational information and trained more than 150 travel professionals between the three cities.

In addition to the training sessions, VSPC had one-on-one meetings with the following Uppermost Tour Operators to discuss potential partnerships, marketing strategies, and travel packages to promote the destination.

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VSPC conducted media interviews showcasing and raising awareness about the destination and its attractions. Here are the cities and the respective media outlets where the interviews took place:

- El Colombiano (Medellin)
- Valora Analitik (Bogota)
- Report Colombia (Bogota)
- Ladevi (Bogota)
- BlueRadio (Bogota)



DESTINATION PRESENTATIONS

Delfos Tour Operator Destination Presentation, October 4, 2023

VSPC conducted an engaging destination presentation at Delfos Tour Operator in Argentina, specifically for their dynamic sales team. During the session, he had the opportunity to delve into potential future collaborations, exploring avenues such as Co-op campaigns and tailored destination packages.

It's worth noting that Delfos Tour Operator's central hub is situated in the province of Cordoba, with additional offices strategically positioned in Buenos Aires, Río Cuarto, Mendoza, Neuquén, Rosario, Santa Fe, Tucumán, and Mar del Plata. This extensive network allows for comprehensive coverage and effective collaboration.

Exciting times ahead for potential partnerships and the promotion of our destination through these promising channels!

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Almundo Tour Operator Presentation, October 5, 2023

VSPC recently took part in the "Almundo Playas Summit," where VSPC had the privilege of imparting knowledge and expertise to over 190 travel professionals. Almundo, with over 25 years of experience, is a testament to success within the CVC Corp Brazilian Group. Notably, Almundo is part of this esteemed group, serving as an omnichannel agency alongside Ola Mayorista, Biblos (a luxury agency), and Avantrip OTA.

It's inspiring to see such a wealth of experience and diverse offerings within the CVC Corp., and VSPC's involvement in the summit undoubtedly contributed to the event's success.

