



## **LATIN AMERICAN DEPARTMENT**

### **July 2023 TDC Report**

#### **SALES/ PUBLIC RELATIONS INITIATIVES**

##### **Viajar Pelo Mundo Media Visit, July 7-9, 2023**

VSPC negotiated for social media posts and brand awareness during the WTM-LA trade show with Tarcia (Tarcila) Ferro, the editor-in-chief visit. We agreed to welcome the Viajar Pelo Mundo with a custom itinerary to showcase the destination and its attractions.

Viajar Pelo Mundo is a multi-platform company comprising Viajar Pelo Mundo magazine, website, and social media. They are Brazil's top content creators covering the whole country.

For hosting the Viajar Pelo Mundo editor-in-chief visit, VSPC will receive destination social media posts. Viajar Pelo Mundo Instagram reach 229K followers.

##### **Idéias na Mala Content Creator Visit, July 17-21, 2023**

Visit St. Pete Clearwater reached out to Visit Florida with the opportunity to collaborate and welcome to our destination the Brazilian travel digital influencer to visit us from July 17 to the 21st. Marina's project visit was to promote the area to a family audience and engage her family's followers to visit our region.

Below are the digital coverage and deliverables Marina agreed to provide to Visit St. Pete Clearwater:  
Social Media – Four feed or reel posts during the visit, full story coverage (she typically posts 8-12 stories tagging locations and destination partners, trip highlights, and the stories will be saved for at least a year after the visit).

Blog Posts – St. Pete Clearwater, Don CeSar hotel review, St. Pete Pier with a complete post.

Blog Updates – What to do in Clearwater Beach, St. Pete Beach, and Downtown.

Ideias na Mala has 77k combined social media followers, with 65k accounts reached and over 4k accounts engaged.

Besides engaging online traffic, Ideias na Mala is proud to convert trips to their platform. SPC received in January 212 confirmed bookings and over 7,000 visitors.

#### **DESTINATION PRESENTATIONS/ TRAINING**

##### **Latin America Collaborates with the Activations Team and the VSPC Summer Inters**

The Latin America Team collaborated with the Activations Team and the inters to have them activate and create a memorable and welcoming picnic setup in St. Pete Beach for the Travel Team Brazilian travel advisors FAM.

On July 11th, both departments collaborated again when we welcomed the VSPC Summer Inters, Kaylin Strauch and Sophia Sanders, to join us for a full day of learning about the Latin America sales, advertising, and PR efforts and initiatives we work daily to promote the destination to the four Latin American markets.



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#### **FRT Operator Virtual Presentation, July 14, 2023**

In my 2023 WTM-LA and the IPW meetings with Thais Machado, the FRT Operator U.S. Product Manager, we negotiated a sales incentive campaign and a virtual training presentation to the travel advisors who buy the FRT products.

We conducted over an hour virtual presentation on July 14, 2023, and the training session reached 79 tour and travel advisors attendance.

#### **MARKETING INITIATIVES**

##### **Brand USA – Price Travel Operator Co-op Program - Final Results, March-May 2023**

The Latin America Department participated in the Brand USA – Price Travel Marketing Co-op Program starting on March 13 and ending on May 12, 2023.

Brand USA partnered with Price Travel, one of Mexico's most recognized and innovative Operator/OTAs, to provide multi-platform marketing campaigns to increase exposure in the Mexico market. The promotional campaign program included social media, digital packages, email marketing, and virtual training.

The program estimated total impressions reached above 8,597,500 with a 1.56% reach/engagement rate/open rate/CTR.

The program booking results reached 23.9% over pre-campaign results and a booking revenue of \$86,128.

- Please note Mexico does not have direct flights to St. Pete Clearwater.

#### **MARKET INTELLIGENCE | TRENDS**

##### **Brazilian U.S. Visa Update**

The queue for the interview for those who want to obtain an American visa for tourism and business (B1/B2) increased slightly in São Paulo last month. Now, anyone planning to travel to the United States must wait at least 262 days to go to the consulate in São Paulo. In early July, the wait was 251 days.

On the other hand, two capitals managed to dry up the queue. Those who book in Rio de Janeiro get a vacancy in 108 days, 18 less than last month. And the most significant drop was recorded in Recife, which saw the deadline drop from 296 days to 164. The representation in Pernambuco had the most extended wait for about a month; now, it is the second least extensive.

Brazil is experiencing the highest demand for visas to the United States ever. On average, six thousand are processed daily in the country's five existing consular representations. In all, 1.2 million Visas to enter the U.S. should be processed in the country by the end of this year.

Source: Nossa UOL on August 4, 2023.