

LATIN AMERICAN DEPARTMENT November 2023 TDC Report

SALES INITIATIVES

FESTURIS Trade Show & Visit Florida Media Event, November 9-11, 2023

The 2023 FESTURIS trade show was a success. The Visit Florida stand had eight partners plus the trade and the PR Visit Florida contacts from Tallahassee.

VSPC scheduled eight appointments on November 10th and seven on November 11th. It is crucial to know that FESTURIS is not an appointment show, and while VSPC scheduled appointments, VSPC met with many trade professionals.

In the FESTURIS show appointments, VSPC negotiated new FAM opportunities for 2024. VSPC 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 and the Visit Florida platforms.

VSPC negotiated access to the FESTURIS Luxury space networking events starting at 7:00 PM on November 10th and 11th. Due to an intense one-on-one appointment schedule, the operators and travel advisors attending the luxury space will only navigate the Luxury space. VSPC connected with travel advisors focusing on the luxury market from the interior of Sao Paulo.

VSPC participation at the Visit Florida Media Client Event on November 10th, providing a welcome destination public speech in Portuguese. VSPC networked before and after the opening presentation with 27 media and content creators from Sao Paulo and South Brazil. VSPC started upcoming visit conversations and reconnected with previous media who visited our region.



Rotta Turismo Travel Advisor Visit, November 10-12, 2023

VSPC met Tatiana Stecconi before the pandemic, but we recently reconnected when VSPC attended the BTM Brazil Northeast Trade Show. In our conversation, Tatiana mentioned visiting Florida in November, and we immediately invited her to visit our destination.



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Tatiana was coming from Miami and had plans to visit Orlando, so adding our destination was the perfect itinerary for her to visit our region for the first time. She was excited to see and explore Clearwater Beach.

Tatiana is the commercial director for Rotta Viagens e Turismo travel advisor, and she looks forward to promoting our destination with her clients and future consumers.

VSPC Fall Inters Training, October-November 2023

The Latin America Department collaborated with the Activations Department to partake in a few initiatives with the VSPC Fall Inters to showcase our daily job and interaction with our clients.

Grace Flaughter and Liam Downs joined the department for a day hosting the Price Travel Mexico Operator content creators on October 20th, a half-day slides presentation to learn about who our clients are, our sales and marketing initiatives, and finally, a site inspection visit on November 1st of a new destination attraction that we will recommend to our clients, and include in FAM groups, and media visits.

The team looks forward to the opportunity to work and collaborate with the Activations Inters in January 2024.



DESTINATION PRESENTATIONS

AGAXTUR Viagens Operator – Three Destination Trainings, November 21-23, 2023

As part of the AGAXTUR Co-op marketing program in collaboration with Visit Florida, we received the opportunity to provide three destination training sessions in cities located in Sao Paulo state on November 21st, 22nd, and 23rd.

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In each city, Santos, Sorocaba, and Ribeirão Preto, our AVIAREPS projects representative, conducted a 25-minute training about the destination to 30 travel advisors invited by AGAXTUR Viagens Operator. AGAXTUR Operator hosted a dinner and launched our new destination packages during the events. The Rep trained in the three cities 90 travel advisors with the AGAXTUR Operator managers for each town.



Live Integração Training Presentation, November 29, 2023

In VSPC's Brazil Sales Mission follow-up meetings, we discussed the opportunity to create a Diversa Turismo Incentive Campaign to promote the Brand USA Discovery Program training digital platform where the hospitality will learn about the destination, conclude a test and receive a certificate badge for being a specialist in our destination.

In the VSPC incentive campaign, we negotiated a 1-hour virtual destination training for the Live Integração Operator from Northeast Brazil. We explained how the travel advisor would access the VSPC training platform. The campaign included our brand in the Diversa Turismo Operator 2024 planner, and each travel advisor that sells the destination will receive a copy and be considered for the 2024 FAM in St. Pete Clearwater by the Diversa Turismo Operator.

The virtual training presentation gathered 82 travel advisors and 9 AGAXTUR Operator staff.

