



LATIN AMERICAN DEPARTMENT

April 2022 TDC Report

SALES INITIATIVES/ SALES MISSION

Visit Florida Brazil L'ship Trade & Media Mission, April 24-29, 2022

Andrea Gabel attended the Visit Florida Brazil L'ship Trade & Media mission on April 24-29, 2022. In my participation, I reconnected with crucial Brazilian clients that I have only kept in touch with within virtual meetings for the last two years. Also, I met new clients and previous clients that have moved to a new hospitality organization.

The mission kicked off with a trade media evening function, and PANROTAS, the Brazilian number 1 trade media in the country, presented an exciting document including trends, sentiment, and search data. The paper shared the Brazilian traveler's view of St. Pete Clearwater's destination search at the top with 35.5%.

During the L'ship mission days, I met with crucial tour operators, checked on ongoing campaigns, negotiated new destination packages, and asked operators to promote an incentive campaign of SPC Brand USA Discovery specialist training.

I also met new airline executives and promoted the destination to upcoming FAM groups with Copa Airlines, American Airlines Brazil executive, and Azul Airlines.

On the mission's last day and a half, I provided detailed destination interviews and met new digital influencers. I plan to welcome them to our destination between August and September 2022.

In my meeting with the AGAXTUR operator, they shared to include our destination in their most extensive B2C campaign for a bonus value. I also received a bonus May 2022 Ad and editorial page with the Mercado & Eventos trade media.

MARKETING INITIATIVES

Diversa Turismo Operator Co-op Program, April-June 2022

In partnership with Visit Florida, the Diversa Turismo Brazilian tour operator marketing program will run from April to June 2022. The digital program elements include a custom landing page focusing on family road trips, adventure, luxury, and LGBTQ+.

The program will include online banners on the Diversa booking platform, Panrotas trade media, and Travel 3 digital media platform. As the campaign runs for two months, Diversa is including social components such as newsletters, a storytelling newsletter, and 3D materials to be promoted on Diversa's website and Casa do Agente, a travel advisor association.

Andrea Gabel supplied creative campaign assets and is monitoring the Co-op program with approval as needed.

Orinter Tour & Travel Operator Co-op Program, April-June 2022

In partnership with Visit Florida, VSPC participates in the Orinter Tour & Travel Brazilian operator to promote the destination to the B2B market and keep the brand relevance.

The program will run for two months and includes destination packages in the Brazilian trade and B2C media. The campaign's estimated impressions reach 434,300.



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TRADE SHOW/ WORKSHOP/ DESTINATION PRESENTATIONS

PeTra Operadora Mexico Destination Presentation, April 8, 2022

PeTra Operadora is the largest Tour Operator in Mexico. With 50+ years of operation, it counts on a national agency network and the most relevant luxury agencies as a client. Focused on the international product, recently merged with NAVITUR specialized cruise operator and gained many of their clients. Its FIT line of business, "World experiences" by PE-Tra, is hi-end focused and offers a very personalized client service. Golf, wellness, culinary, cultural, shopping, and outdoor activities are part of their product design. We trained their product managers and Director about the destination for a total of 22 attendees.

Orinter Tour & Travel Conexão Trade Workshop, April 12, 2022

Orinter Tour & Travel Brazilian established tour operator brought back their B2B one day USA Day workshop called Orinter Conexão. VSPC had the AVIAREPS representation organization represent us for the workshop. The Conexão Orinter U.S. Day offers to any company from the U.S. that would like to present their tourism/hospitality products to the Brazilian travel advisors in attendance. The workshop included a presentation to over 270 travel advisors and one-on-one meetings during the Business Round Table for over 100 trade professionals.

Andrea Gabel was responsible for VSPC participation, provided assets, and trained the representation for the event.

Orinter tour operator created a destination package of our destination to promote during and after the workshop.

AGAXTUR Tour Operator Virtual Presentation, April 19, 2022

On April 19, 2022, Andrea Gabel conducted a virtual destination presentation in partnership with Visit Florida and as part of the negotiated AGAXTUR Brazilian Co-op marketing program.

The virtual presentation focused on the AGAXTUR sales team for an audience of 45 tour operators, and it was the second virtual presentation in this FY for AGAXTUR.

Clube Turismo Trade Destination Presentation, April 28, 2022

Clube Turismo is a Brazilian travel agency based in Sao Paulo. Joyce Silva from the AVIAREPS Brazil representation team provided a virtual destination presentation on behalf of Visit St. Pete Clearwater to 70 travel advisors.