



LATIN AMERICAN DEPARTMENT

August 2022 TDC Report

SALES INITIATIVES

PeTra Mexico Operator & Visit Florida Visit, August 1-2, 2022

In IPW, Andrea Gabel and Jose Trauwitz connected and developed a Co-op marketing program to promote the destination to the Mexico market. As Jose Ramirez negotiated the program, Jose Trauwitz wanted to visit the destination and share it with the PeTra tour operator marketing department. Lauren Pace, Visit Florida Director of Global Marketing and Trade, joined Jose's visit to the SPC destination and visited the SPC offices for the first time.

On the agenda, we welcomed Jose Trauwitz and Lauren Pace to visit the SPC offices, followed by meetings. Our meeting included the collaboration between VSPC, PeTra Mexico Tour Operator, and Visit Florida sales efforts in Mexico. We had as many attractions as possible for a visit itinerary to showcase the destination.

Petra Operadora is one of the largest Tour Operators in Mexico, has 50+ years of operation, and counts on a national agency network and the most relevant luxury agencies as clients. Focused on the international product, recently merged with NAVITUR specialized cruise operator, and gained many of their clients too. Its FIT line of business, "World experiences" by PE-Tra, is high-end focused and offers personalized client service. Golf, wellness, culinary, cultural, shopping, and outdoor activities are a big part of their product design.

FRT Brazilian Tour Operator FAM & Hyperion Client Networking Event, August 9, 2022

VSPC negotiated with Fabio Timotheo | FRT Receptive CPO, and Danielle Meirelles | the FRT tour operator CEO, to welcome the Hyperion client networking event on August 9, 2022, at Clearwater Beach. We welcomed 13 FRT tour & receptive trade clients and 12 crucial and top producers' travel advisors to showcase Clearwater Beach and our destination.

VSPC partnered for the networking client event with Visit Florida and the Wyndham Grand Clearwater Beach Resort. At the FAM, we showcased downtown St. Pete attractions, hotel site inspection in St. Pete Beach, and Clearwater Beach.

FRT transmitted a LIVE of SPC, Visit Florida, and Wyndham Grand Clearwater Beach Resort presentations to the Brazilian trade in the first Hyperion networking event hosted outside Brazil.

Andrea reached out to the most significant Brazilian trade media, and they shared about the event on August 11.



LATIN AMERICAN DEPARTMENT

August 2022 TDC Report

MARKETING INITIATIVES

Brand USA – Price Travel Mexico Co-op Marketing Program, March-June 2022

Visit St. Pete Clearwater Latin America team signed up for participation in the Brand USA – Price Travel Co-op marketing program. The program ran from March to June 2022, and we received the final campaign results in August 2022.

The marketing program included affiliated Mexico media digital channels, external media, and critical sales efforts over the Price Travel social media digital platform with a dedicated landing page, mailing to 170,000 subscribers, and travel advisors training.

The campaign results surpass the 2021 recovery program with an increase of 1,452% in room nights and 1,190% in the number of bookings.

TRADE SHOW| WORKSHOP| DESTINATION PRESENTATIONS

Almundo CVC Argentina Operator Trade Workshop - August 5, 2022

Per VSPC's participation at the Almundo_CVC Argentina operator trade workshop, Jose Ramirez conducted a virtual destination presentation at the CVC_Almundo Florida Day trade event on August 5, 2022. The training reached 76 travel professionals.

Almundo's trade workshop featured Florida destinations. All the trade workshop content was related to the Florida destinations participating in the workshop, including banners, newsletters direct to travelers, messages on social networks, communication with our affiliates, and a search engine. Almundo is an Argentina OTA with web and retail sales. - Almundo seller's training importance: 50% of the operations are in person at the brand's commercial offices (107 points throughout the country).

With our participation VSPC received the following assets:

- 20-minute destination training in the B2B event
- SPC exclusive campaign newsletter
- LED plate in Almundo branches
- B2B social media communication and digital elements

BWT Brazilian Tour Operator Trade Workshop, August 15-16, 2022

VSPC negotiated during the IPW trade show meeting with Bruno Delfini| BWT U.S. Product Manager, our sponsorship participation at the BWT trade workshop. In our negotiation, we included sponsorship in the BWT tour operator opening networking client event, a 45-minute destination training presentation to 100 travel advisors, and the BWT sales and marketing team.



LATIN AMERICAN DEPARTMENT

August 2022 TDC Report

The sponsorship guaranteed our participation at the all-day nine business round tables to entice and engage clients in our destination and our involvement in the BWT closing networking event sponsored by the Brand USA team.

Our commitment to the trade workshop featured our destination in the BWT tour operator packages until August 21st. The brand awareness in Curitiba City (south of Brazil and BWT host city) with our destination image and logo in 10,000 BWT train lunch boxes (a leisure train owned and operated by BWT).

American Airlines Central America Virtual Destination Presentation – August 18, 2022

Jose Ramirez's relationship with the American Airlines Central America sales team from our FAM, negotiated a training conducted on August 18, 2022.

VSPC, in association with American Airlines Central America, conducted a virtual destination presentation to its loyal travel agencies in Central America. The training included SPC and Visit Tampa Bay and reached over 154 travel advisors and trade professionals.

Visit USA Trade Show Sao Paulo, Brazil – August 24, 2022

The Visit USA team returned their trade show to Sao Paulo on August 24th. SPC confirmed participation with the AVIAREPS representation company.

The Visit USA Sao Paulo show is an all-day trade event. Due to their large trade attendance of over 500 trade advisors, Visit USA offered two 15-minute educational seminars and the opportunity to interact with all the trade attendees in one-on-one meetings during the workshop exhibition dedicated space.

This year's show edition had the following Florida DMO's presence: Visit Tampa Bay, Paradise Coast, Experience Kissimmee, Greater Miami, and Visit Orlando.

As part of SPC participation, Andrea confirmed AVIAREPS representation company attendance at the media luncheon. I am attaching Brazilian trade media links below for proof of our brand awareness and destination updates.

PANROTAS TRADE media digital release:

https://www.panrotas.com.br/mercado/destinos/2022/08/almoco-reune-convidados-no-visit-usa-em-sao-paulo-veja-fotos_191425.html

https://www.panrotas.com.br/gente/eventos/2022/08/visit-usa-2022-soma-mais-de-800-profissionais_191477.html



LATIN AMERICAN DEPARTMENT

August 2022 TDC Report

https://www.panrotas.com.br/mercado/destinos/2022/08/visit-usa-2022-comprova-forca-dos-eua-como-destino_191427.html

Mercado&Eventos trade media digital release:

<https://www.mercadoeventos.com.br/noticias/agencias-e-operadoras/workshop-do-visit-usa-2022-reune-fornecedores-e-agentes-em-sao-paulo-veja-fotos/>