



LATIN AMERICAN DEPARTMENT

February 2023 TDC Report

SALES INITIATIVES

Florida Huddle Trade Show, February 2-5, 2023

I attended the Florida Huddle trade show with a full one on one appointments agenda with tour operators, wholesalers, and trade media. The highlight of my meetings was that I reconnected with a tour and receptive operators and booked the Personal RGE Receptive operator FAM on August 11-13.

We will welcome Personal key travel advisors from Brazil and Portugal (Portuguese language).

I met with Brazilian digital influencers and confirmed welcoming them to our region in collaboration with the Visit Florida PR team for the next few months.

It is also a great show to reconnect with our hotel partners and learn their plans for the first semester of the year.

ANATO Trade Show & Visit Florida Trade Event, February 21-25, 2023

ANATO Trade Show is the official Show for Colombia and the main door to direct meetings with tour operators, wholesalers, and trade media. I reconnected with crucial Colombia tour operators and met new contacts during my participation.

In the trade show meetings, Andrea also met with companies that stopped by throughout the day. She provided educational details about St. Pete Clearwater and booked virtual presentations. She took advantage of the fact that Jose Ramirez is traveling to Colombia the week of May 8th to provide in-person presentations.

Andrea provided a detailed Spanish interview to the Ladevi trade media and a welcome speech in Spanish during the Visit Florida Signature client event after Dana Young, Visit Florida President & CEO, opened the event.

Argentina TV Host, Travel Blogger, and Influencer Visit

VSPC met Hernan Lirio at the 2022 IPW trade show in Orlando. We welcomed Hernan Lirio, a TV Host, Travel Blogger, and Influencer from Argentina from February 24 – 28, to experience the destination for the first time. Hernan is a journalist, radio and TV host, travel blogger, and influencer. Through his Instagram account, @hernanlirio invites followers to know different places! Today, his website (<https://tenesqueir.com/>) and his social networks guide thousands of followers in planning their travel and looking for information about each destination.

Hernan has more than 282K followers on Instagram, 489K on Facebook, and more than 60K unique users on his webpage.



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During his visit, Hernan posted on social media about the destination and all the places he visited. Instantly he got thousands of likes, comments, and questions about the region that he replied to on Instagram.

DESTINATION PRESENTATIONS

Travel Advisors PEA Presentation, February 10, 2023

In Andrea's Azul Viagens (operator) presentation in January, she had the opportunity to showcase the destination and connected with Mara Augusto, owner of the MarMar Turismo agency from Brazil. She has vast experience working for tour operators but decided to open her own business during the pandemic.

Mara has excellent connections, and on January 23rd, we had a virtual call to review the opportunities for a series of virtual destination presentations (PEA - Projeto Entre Agências – Agency Project) for the interior of Sao Paulo cities starting in February and a ten travel advisors familiarization group in September.

VSPC conducted the first virtual presentation on February 10th, and we had 24 travel advisors in attendance. We are negotiating the April dates since Mara rescheduled the March date.

MARKETING INITIATIVES

Expedia Co-op Marketing Campaign (Mexico, Colombia, Brazil), October 3, 2022, to September 3, 2023

VSPC Latin America team contracted an FY23-24 Brand USA affinity program for the Expedia Co-op Marketing Campaign for the three crucial markets Mexico, Colombia, and Brazil.

The campaign's preliminary results reached 207 room nights up to February, with a gross booking revenue of \$53,000 and a 6.8 ROA.

We will continue to update the Expedia Co-op results for months to come.

MARKET INTELLIGENCE | TRENDS

Colombia Market Update from the ANATO Trade Show

In VSPC's attendance at the ANATO trade show, we learned the airfare route is not all back from before the Pandemic, and the U.S. Visas and renewal requests are a long wait of up to two years.

Colombia tour operators are eager to collaborate in future familiarization groups. Still, due to limited air routes and the U.S. Visa delay, they will only consider the partnership in 2024 or when the situation has improved.

Source: Andrea Gabel/ VSPC Latin America Sr. Sales Manager when attending the ANATO show.