



LATIN AMERICAN DEPARTMENT

January 2023 TDC Report

SALES INITIATIVES

PeTra Operator Sales Mission, January 23-27, 2023

As part of our efforts to promote the destination to the Mexican trade, Jose Ramirez joined the 2023 PeTra Mexico Tour Operator Sales Mission in their first four cities, promoting the destination in Mexico City, Queretaro, Leon, and San Luis Potosi.

Petra Operator is one of the largest tour operators in Mexico, with 50+ years of operation related to 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 gaining many of their clients and its FIT line of business, "World experiences" by PE-Tra, hi-end focused and offering a very personalized client service. Golf, wellness, culinary, cultural, shopping, and outdoor activities are a big part of their product design.

We had the opportunity to train more than 315 travel professionals. In addition, the PeTra operator promoted different destination packages that combine our destination with Orlando, Tampa, and pre-post cruises from Tampa.

DESTINATION PRESENTATIONS

Azul Viagens Presentation, January 18, 2023

As part of our participation at the Visit Florida Azul Linhas Aéreas (Airlines) and Azul Viagens (Operator), 2023 Co-op Programs, we negotiated and provided a destination presentation to the Azul U.S. product managers and travel advisors from all over Brazil.

The Azul January 18th presentation had the presence of 76 trade professionals for an hour presentation with a quiz followed by open questions.

The Azul presentation opened the doors for Andrea to meet a group of travel advisor owners dedicated to promoting a new destination. Immediately she created a relationship with the group and offered to present the region in a series of virtual training sessions once a month for 3-6 months. The training project is PEA (Projeto Entre Agências = Inter-Agency Project). Every month VSPC will provide an hour of destination presentation to a different group of travel advisors from the interior of Sao Paulo. The first PEA presentation is on February 10th.

Price Travel Presentation, January 19, 2023

As part of our Visit Florida & Price Travel Colombia Co-op Program, we conducted a destination presentation to more than 67 travel professionals. Price Travel is a prominent Tour Operator with a great relationship with the Visit Florida team, VSPC team, and travel advisor's offices in Colombia and all over Mexico.



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MARKETING INITIATIVES

Visit Florida Mexico & Brazil Expedia Co-op, April-May 2023

Visit Florida Advertising Agency recently announced two new Co-op programs with the Expedia booking platform in two of our strongest LATAM markets, Mexico and Brazil.

The Latin America department confirmed participation in the two marketing programs from April to May. The LATAM team is responsible for working with the V.F. advertising agency and providing the campaign with digital elements.

VSPC's Latin America team will continue to share the Latin America Co-op program results under the Marketing Initiatives TDC Report Tab.

MARKET INTELLIGENCE | TRENDS

Latin America Market Data

Mexico

Likelihood of travel to the U.S. 86.9% is likely to visit within two years

2021 total arrivals in the U.S: 10.4M

Popular travel months: December (30%), July (24%), April (20%), August (19%)

Travel party: Family with children (55%), Adult couple (35%)

International trip planning: 1 to 2 months (22.7%), 3 to 5 months (22.5%)

Leisure travel's top motivations: The appeal of local culture (88%), Natural features and Sightseeing Options (86%), and Quality of beaches (85%)

Most vital impressions of the U.S.: Diverse and Trendy

Destination interests: California (47%), New York (43%), Florida (31%)

Source: Tourism Economics

Brazil

Likelihood of travel to the U.S. 76.1% is likely to visit within two years

2021 total arrivals in the U.S: 239.3K

Popular travel months: December/January (30%), July (25%), June (17%)

Travel party: Family with children (48%), Adult couple (38%)

International trip planning: 1 to 2 months (19.2%), 3 to 5 months (18.8%)

Leisure travel's top motivations: Natural features/ Leisure Attractions (87%), Sightseeing Options/ Appeal of local culture/ Quality of beaches (85%)

Most vital impressions of the U.S.: Diverse and Sophisticated

Destination interests: California (48%), New York (44%), Florida (43%)

Source: Tourism Economics



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The United States is the only country that still has a vaccination requirement in place for international travelers. The U.S. Travel Association urges the Senate to pass this bill to normalize travel conditions and boost international arrivals as quickly as possible.

U.S. Travel Association 02.08.23