



LATIN AMERICAN DEPARTMENT

June 2022 TDC Report

SALES INITIATIVES/ SALES MISSION

IPW Trade Show, June 5-8, 2022

Andrea Gabel participated in Orlando's 2022 IPW trade show and completed 47 one-on-one appointments. The Brazilian delegation was the most significant international buyer's delegation after Canada, and the VSPC team had 62 LATAM meetings in a total of 147 meetings.

Andrea promoted the destination in all the meetings and provided Portuguese and Spanish new releases. She shared a keynote double page in Portuguese and Spanish for each client and updated them on our unique attractions and upcoming events.

Andrea scheduled two VIP trade visits (CVC Corp. and Petra tour operators) and two Brazilian familiarization groups to visit our area in September and October and offered to welcome FAMs from Mexico from Petra tour operator and Price Travel Wholesaler. She scheduled numerous virtual destination presentations in the Colombia and Argentina markets and confirmed the SPC's participation in the BWT tour operator workshop in partnership with Brand USA.

She took full advantage of having the IPW lunch table reserved for the LATAM clients on Wednesday, June 8th, and hosted crucial trade media from Brazil and Colombia markets and five tour operators' product managers from Mexico and Brazil.

Mariana Vidigal Brazilian Influencer Visit, June 9-12, 2022

Andrea Gabel met Mariana Vidigal at the Visit Florida Brazil Virtual Florida Fest Show on August 17-19, 2021. She connected with Mari at the 2021 IPW trade show. Still, it was during the 2021 Florida Huddle trade show that we decided on a date to welcome Mari, the digital influencer and creator of the leisure blog *Idéias na Mala*, to explore our destination post-IPW trade show.

Mari brings us the exposure to 68k followers between Instagram and Facebook with 257.956 page views and 228.396 single-page views in about 00:07:25 average time on page.

Andrea reached out to the Visit Florida PR team for their partnership to host the influencer, and Visit Florida agreed to provide Mari's rental car.

Andrea negotiated with Mari about the visit and coverage, and she agreed and included in her custom media proposal the following planned exposure to deliver during and post-visit:

Social Media:

- Four feed or Reels Posts during the trip
- Full Stories coverage

Blog Posts:

- O que fazer em Clearwater = What to do in Clearwater
- O que fazer em St. Pete = What to do in St. Pete

Blog Updates:

- Florida Itinerary



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BandNews Brazilian TV Cable Network, June 11-13, 2022

Andrea Gabel attended the Visit Florida Brazil L'ship Mission in April and met with the BandNews cable TV channel clients. I provided a detailed interview about the destination and its attractions.

Andre Coutinho BandNews media journalist and Marcela Thompson BandNews videographer immediately fell in love with St. Pete Clearwater. They asked the Visit Florida PR team for the opportunity to visit the destination. Mitsi, Brianna, and I communicated, and VSPC accepted the prospect of welcoming the BandNews journalist to cover the area post-IPW show.

The three parts, Visit Florida, VSPC, and BandNews, agreed on June 11-13, 2022. St. Pete Clearwater was the only destination they visited while attending the IPW trade show in Florida. In our negotiation BandNews agreed on the following deliveries for visiting our destination:

- A BandNews 12-minutes episode focused on SPC.
- BandNews cable TV live appearances while in the destination with short bulletins to repeat for two weeks (each publication will air between 8-12 times per day)
- Social Media (Instagram and YouTube) videos of 20-25 minutes about Florida with the possibility of a separate video for SPC

On the BandNew's last day in the destination, Andre Coutinho provided a LIVE from Clearwater Beach.

We are negotiating the possibility of welcoming them back to cover the 2023 St. Petersburg Firestone Grand Prix.

MARKETING INITIATIVES

Visit Florida & Copa Airlines Colombia Co-op Program Results – January to April 2022

The Latin America department participated in the Visit Florida and Copa Airlines Colombia Marketing Co-op Program. The program runs from January to April 2022.

Visit Florida just released the final results on July 5. The campaign had over 45k page views of the digital Magazine Panorama between February and March.

The program included the LED Screen Copa Club and reached above 105k views (available in March – April, and May, as a bonus month).

During the campaign, it was noticed a substantial social media combined (Instagram and Facebook) as follows:

- Carrousel: 762 engagements, 54.5k reach, and an engagement rate of 3.02
- Stories: 656 interactions, 34k reach, and 41.9k impressions

In general, there was an increase of +16% in passengers originating from Colombia to Florida during the campaign, compared with a similar period.

Purchased period: January 18 to February 1, 2022

Booking period: February 1 to May 21, 2022

Please see below the special campaign rate with 121 pax before and 210 pax during the campaign in a 73% booking increase.



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Previo a la campaña	Durante la campaña	Resultado
121	210	73%

The campaign results show that most reservations were to fly in February and April, and most of the bookings were from Bogota (32%) and Medellin (24%).

TRADE SHOW/ WORKSHOP/ DESTINATION PRESENTATIONS

Price Travel Destination Presentation – June 2, 2022

Jose Ramirez conducted a destination presentation to Price Travel Holding in partnership with Brand USA Mexico as part of our Co-op Campaign that we ran until June 2022. We are still waiting for the final numbers. Also, we promote our stamp on USA Discovery Program. The presentation reached more than 45 sales team.

Easy Travel Shop Brazilian OTA Trade Workshop – June 15, 2022

VSPC team contracted and directed our participation in the ETS OTA trade workshop on June 15 with the AVIAREPS to represent our destination. In the in-person trade workshop, Joyce Cordeiro trained over 150 travel advisors in two sessions.

During the day, Joyce correspondingly conducted one-on-one meetings with crucial trade clients. SPC will also receive the mailing list of all the travel advisors in attendance.

The ETS OTA team shared the event highlights with the essential trade media in the country (Panrotas, Mercado & Eventos, and Brasilturis). I am sharing the trade media links below for proof of digital content about the workshop.

https://www.panrotas.com.br/mercado/operadoras/2022/06/viagenspromo-ets-e-visit-florida-capacitam-agentes-de-sao-paulo_190066.html

<https://www.mercadoeventos.com.br/noticias/agencias-e-operadoras/florida-day-viagenspromo-ets-capacitam-140-agentes-de-viagens/>

<https://brasilturis.com.br/florida-day-ets-e-viagenspromo-capacitam-150-agentes-em-sao-paulo/>

2022 U.S. - Mexico LGBTQI+ Travel & Tourism Forum – June 22-23, 2022

Jose Ramirez attended The U.S. Commercial Service Mexico, Brand USA, the National Gay and Lesbian Chamber of Commerce (NGLCC), and the International Gay and Lesbian Travel Association (IGLTA), which hosted the first-ever LGBTQI+ U.S. – Mexico Travel and Tourism Forum. The event promoted inclusion, economic development, and travel to the United States. Travel & Tourism represents one of the top services exports for the United States and Mexico, and its benefits reach a wide gamut of industries and subsectors. Additionally, multiple studies show that LGBTQI+ individuals



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are often considered strongly entrepreneurial, are usually owners of their businesses, and dedicate significant financial resources to leisure activities such as tourism.

Orinter Tour Operator Virtual Presentation, June 27, 2022

In our participation in the Visit Florida & Orinter Tour Operator Co-op marketing program, Andrea Gabel negotiated a virtual destination presentation for Orinter's key travel advisors.

On June 27th, Andrea provided a 30-minute Portuguese virtual presentation to 111 trade professionals. Orinter saved Andrea's virtual performance in their platform and will continue encouraging additional trade professionals to access it.