



LATIN AMERICAN DEPARTMENT

March 2023 TDC Report

SALES INITIATIVES

Visit Florida Mexico Sales and PR Mission, March 20-24, 2023

Jose Ramirez joined VISIT FLORIDA on this integrated Trade and Media mission to two of Mexico's key cities to promote our destination to the Mexican market. The mission provided an exclusive opportunity to meet with essential trade and media during networking receptions, training events, and one-on-one meetings. The event occurred in Mexico City and Guadalajara from March 20th – 24th, 2023.

During those days, we trained more than 250 trade professionals in 20-minute presentations and one-on-one meetings and conducted around 12 interviews with the Mexican media.

In addition, we took the opportunity to promote the destination packages we're working on with Price Travel and PeTra Tour Operator.

Mala de Aventuras Brazilian Digital Creators Visit, March 20-22, 2023

In partnership with the Visit Florida PR team, the Latin America department welcomed the four Brazilian content creators from the platform Mala de Aventuras. St. Pete Clearwater determined the March project with Visit Florida and Mala de Aventuras. The idea was to promote an RV campaign and their visit focusing on nature and outdoor activities.

The content creators were Nanda Hudson and Gaia Vani, founders of Brazilian travel blog [Mala de Aventuras](#) (500K UVM), Instagram [@maladeaventuras](#) (128K), YouTube [@maladeaventuras](#) (11.2K subscribers).

The deliverables to Visit St. Pete Clearwater for the partnership and hosting the creator's Mala de Aventuras will produce feed and Reels Instagram posts, full Stories coverage, two blog posts about the destination, and a 15-minute vlog video on YouTube, including the region.

There will be some coverage on Nanda's and Gaia's personal Instagram accounts: [@casarouviajar](#) (27K), [@nandahudson](#) (11K), and [@gaiavani](#) (5,6K).

Florida Night by Flot Trade Workshop, March 28-29, 2023

Brazil's Visit Florida trade team representative developed the Florida Night by Flot. Flot is a Brazilian tour operator based in Sao Paulo. The Florida Night by Flot was a trade workshop for Florida suppliers to present their products, train travel advisors invited by Flot operator, and network in the workshop round tables. Andrea Gabel negotiated our project rep participation, and she provided the following:

- The most updated digital collateral.
- Scheduled delivery of printing materials.
- Sent updated presentation slides.



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On the first day, the SPC project rep participated in the networking event, interacted with the travel advisors, and promoted our collateral and destination in each interaction.

On the second trade workshop day, the SPC rep participated in the networking event, interacted with the travel advisors, promoted our collateral, and provided a detailed destination presentation with slides and videos to 40 trade professionals.

Visit USA Rio de Janeiro Show, March 31, 2023

The Visit USA trade shows have announced the Rio de Janeiro show date on March 31 before the WTM-LA trade show in Sao Paulo, Brazil. As we wait for Visit USA to promote the Sao Paulo and Campinas show dates, we want to start at the beginning of 2023, showcasing our brand in Rio de Janeiro, represented by Rodrigo Pereira from the AVIAREPS Brazil project team.

The Visit USA shows have impressed the trade with their show participation. This year, Rodrigo represented SPC and trained 273 trade professionals in a detailed destination presentation and interaction during the workshop sessions.

Andrea Gabel monitored Rodrigo's performance and any leads we received from his presentation. Rodrigo had my custom slides/presentation, access to our images, destination videos, and many Portuguese destination contents, and he will be able to reach me at any time via WhatsApp.

Having Rodrigo represent SPC in the Visit USA RJ 2023 event will bring awareness of our brand and keep our destination relevant in the trade with the travel advisors and the trade media.

Andrea has asked Rodrigo to share the dates she will be in Sao Paulo for future meetings and opportunities to promote and negotiate packages.

DESTINATION PRESENTATIONS

AGAXTUR Operator Destination Capacitation, March 1, 2023

SPC negotiated to include destination capacitation with the 2023 Visit Florida AGAXTUR Co-op Marketing Program.

On March 1, SPC provided destination capacitation in Campinas to 34 operators and travel advisors from the AGAXTUR branch. The Operator is unique with its own travel agencies and qualified team of travel advisors.



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Price Travel Destination Training, March 6, 2023

VSPC, in partnership with Chihuly Collection, conducted a destination presentation and live tour of the Chihuly to 38 travel professionals from Price Travel Holding Mexico as part of our Brand USA Co-op Campaign 2023.

You can access the destination presentation with Live Tour at Chichuly video here: [St.Pete Clearwater Webinar March 6.mp4](#)

PriceTravel Holding is in Mexico and Colombia, primarily focusing on the B2C, B2B, and Meetings Tourism markets. The main office is in Cancun, Mexico, with satellite offices in Mexico City and Puerto Vallarta, Mexico, as well as in Bogotá and Cali, Colombia. It also has two contact centers in Cancun, Mexico, and Cali, Colombia.

MARKETING INITIATIVES

Showcasing SPC in the IPW Trade Show to the Brazilian Trade

Andrea Gabel recently visited Brazil to attend the WTM-LA trade show and the Visit Florida Northern Brazil Roadshow. She shared and invited the Brazilian operators and OTAs to stop by our IPW hallway.