



## LATIN AMERICAN DEPARTMENT

### May 2022 TDC Report

#### **SALES INITIATIVES/ SALES MISSION**

##### FRT Tour & Receptive Operator FAM, May 5, 2022

In collaboration with the FRT tour and receptive operator, Andréa Gabel welcomed the FRT FAM group with 13 crucial travel advisors accompanied by FRT CFO Fábio Timotheo and the FRT U.S. product manager based in Brazil. The FAM group was negotiated and confirmed during the Florida Huddle trade show in January 2022.

In the FAM negotiation, Andréa asked Fábio to make a difference with the visit, and he promptly created a new destination package. Fábio had the idea to promote the package first to the travel advisors attending the FAM and a couple of days after the Brazilian trade.

Fábio took advantage of the Hotelbeds "The America" campaign since Andréa shared with the Brazilian trade when the campaign would begin to create the package. Hotelbeds is the largest wholesaler to provide rooms to FRT. The FRT operator is currently negotiating to increase their Hotelbeds room contract since they have surpassed the quantity since the beginning of 2022.

While visiting our destination on May 5, the travel advisors constantly promoted the destination and experiences on their social media channels.

##### American Airlines - Central America FAM, May 5-6, 2022

In partnership with American Airlines and Visit Tampa Bay, Jose Ramirez welcomed its top 12 travel agents and two American Airlines from Central America to explore the destination. The countries represented were Costa Rica, Guatemala, Honduras, El Salvador, Belize, and Panama.

American Airlines is one of the leading airlines to maintain a bridge between Central America and Florida, with several flights to Miami, Orlando, and Tampa. Our efforts represent a strategic alliance in that we can join forces with the top agencies that sell Florida.

In addition, Jose Ramirez is coordinating with American Airlines and Visit Tampa Bay a series of virtual destination presentations in the upcoming months. We hope that this alliance and action will increase visits to our destination.

##### Easy Time Travel VIP Client Visit, May 8-11, 2022

VSPC joined sales efforts with Oswaldo Freitas from Easy Time Travel receptive operator and welcomed their Queensberry VIP client to our destination. VSPC provided guidance and recommendation to explore the destination's main attractions.

Queensberry only operates in Brazil for the luxury and premium segment.

##### Ana Paula Garrido Digital Influencer Visit, May 11-14, 2022

In collaboration with the Visit Florida PR team, Andréa Gabel welcomed Ana Paula and Scott Garrido, Brazilian influencers, to visit and explore the destination's new attractions.

Ana Paula Garrido is the founder of the travel blog [O Melhor da Viagem](#) (100K page views and 40K followers on Facebook). O Melhor da Viagem has a travel page on [Catraca Livre](#), one of the main



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portals in Brazil (35M engagements per month). The main articles will publish on [Viagem Livre](#), Catraca Livre travel section, with more than 3.2 million page views.

Ana Paula also contributes to luxury publications such as [Let's Go Bahia](#) writing about lifestyle, wellness, luxury travel, hotels, SPAs, destinations, and restaurants. She has a travel column for North News Journal, a Canadian newspaper for Brazilian/Portuguese communities.

VSPC will receive in return for hosting Ana Paula and Scott Garrido in our destination multiple stories and posts on her social media channels and a detailed luxury story in her travel blog as a result of welcoming her and providing an itinerary full of destination experiences.

#### MARKETING INITIATIVES

##### AGAXTUR Co-op Marketing Program Results, February-April 2022

AGAXTUR Operadora is a unique Brazilian Tour Operator with 60 years in the trade market. AGAXTUR is a few tour operators who direct business to final consumers via their travel agencies and booking platform.

VSPC participated in the Visit Florida AGAXTUR Tour Operator Co-op marketing campaign. The Co-op program ran from February to April 2022 and produced 56 bookings in Clearwater beach, with 221 room nights and a conservative estimated campaign production of \$32,929.00.

The Co-op results actions provided 22,002.714 destination impressions. I noticed the AGAXTUR campaign results increased their premium sales with the luxury focus.

The AGAXTUR Co-op program included two destination training for the AGAXTUR sales and operation team, training 127 trade professionals. The first presentation focused on the premium/luxury market, and the operator invited their Virtuoso department. The final presentation focused on the new destination attractions and outdoor adventures.

#### TRADE SHOW/ WORKSHOP/ DESTINATION PRESENTATIONS

##### Visit USA Ecuador & Visit Florida Virtual Presentation, May 12, 2022

In partnership with Visit USA Ecuador (AMCHAM) and the Visit Florida Ecuador trade team, Jose Ramirez conducted a virtual destination presentation to over 30 trade professionals.

Every year more than 252,000 Ecuadorian arrive in the U.S., Miami being the main point of entry to Florida, then Ft. Lauderdale and Orlando (August 2021). Their significant interests to travel are tourism, shopping, business, education, health, adventure, sports, conventions, and entertainment.