



## LATIN AMERICAN DEPARTMENT

### October 2022 TDC Report

#### SALES INITIATIVES

##### Visit Florida LATAM Trade & Media Super FAM, October 26-29, 2022

In partnership with Visit Florida, the Latin America department welcomed the first LATAM Trade and Media super FAM led by Lauren Pace | Director of Global Marketing and Trade, to visit our destination over a three-night stay.

We promoted our region to tour operator U.S. product managers and decision-makers from Brazil, Mexico, Colombia, Argentina, Peru, Ecuador, and Chile. Below are the organizations that visited our area:

Operator	Market
DELFO TOUR	Argentina
Leisure Express SA	Argentina
CVC CORP ARGENTINA	Argentina
CIC TRAVEL	Colombia
AVIAREPS Colombia	Colombia
Nao Travel	Mexico
CDMX	Mexico
Pe-Tra	Mexico
Operadora Concierge	Mexico
TOURMUNDIAL Chile	Chile
Kuality	Chile
AVIAREPS Chile	Chile
BWT Operadora	Brazil
AVIAREPS Brazil	Brazil
Diversa Turismo	Brazil
Orinter Tour & Travel	Brazil
Castellum Ixchel	Ecuador
LADEVI Trade Media	Latin America
Discover Mayorista	Peru
TRG/Production Crew	Latin America

The Latin America LADEVI trade media was present and registered all FAM details, including interviews in Portuguese and Spanish.

The LATAM team escorted the FAM to the destination, and we made new relationships with crucial trade decision-makers. We negotiated our participation at the final client event on October 29th, hosted by Busch Gardens. We networked with the second FAM group that did not visit our destination, an additional 11 trade clients.



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#### **Graco Turismo Travel Advisor Visit, October 28-30, 2022**

In the BWT Operator trade workshop and presentation attendance, VSPC met and connected with Graco Turismo, a Brazilian travel agency very interested in the destination and to offer to its clients.

Upon Andrea Gabel's return, she reconnected with Jose Graco Silva, owner of the Graco Turismo travel agency. She invited Graco to visit our destination, knowing he would be in Orlando in October.

She connected again with Graco when she attended the FESTURIS trade show, and he had a fantastic time in our destination. He loved the hotel, the beaches, and all the many options in downtown St. Pete!

#### **Trayecto Uno Argentina Tour Operator, October 30 – November 3, 2022**

VSPC invited the Trayecto Uno tour operator FAM during the 2022 IPW trade show. We welcomed Trayecto Uno Argentina FAM group to our destination with its top 10 agency-owned travel advisors. VSPC created a unique itinerary, and the group could experience destination attractions, explore our beaches, and do site inspections. We presented the Beer Trial as it is essential for the Argentineans.

The Latin America team is- working with Trayecto Uno in developing destination packages and virtual presentations to promote St. Pete Clearwater to the Trayecto booking platform. Argentineans love traveling to Florida, with an average stay of 1 week.

VSPC was pleased to welcome the following travel agencies; Tiempo de Viajeros, Providence Viajes, Begún & Araujo, Viajes, Armamos Tu Viaje, Violet Viajes, Lucky Tour, Taqui Travel, Lassingtur, Restec Travel, La Cumbre, and Target Group, escorted by Facundo Martino from Trayecto Uno tour operator.

#### **TRADE SHOW | DESTINATION PRESENTATIONS**

##### **Diversa Turismo Florida Day Trade Workshop, October 6-7, 2022**

The Latin America department negotiated and confirmed the destination participation at the Diversa Turismo Discover USA Trade Workshop with Georgia Mariano and Mariana Sylos, Diversa tour operator U.S. product managers. The trade workshop event occurred in Sao Paulo on October 6-7, 2022.

Diversa operator invited 120 travel advisors from the Sao Paulo area and nearby cities. The unique workshop trained travel advisors in multiple Florida destinations. They had one day to develop custom destination packages, including our location in a Fly & Drive mix with another region. Diversa would upload the best packages in their booking platform.

Diversa developed a sales campaign for the travel agencies in attendance during the workshop. The advisors that exceeded the sales goal from the created packages would consider attending Diversa's Mega FAM, including St. Pete Clearwater, in December.



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#### **BTM – Brazil Travel Market Trade Show, October 20-21, 2022**

We selected to participate in the BTM trade show in collaboration with Visit Florida to gain visibility from the trade. In SPC's numerous meetings, we promoted the destination and its updates to tour operators, travel advisors from multiple caravans, and the trade media.

Visit Florida booth setup included a dedicated partner space to provide destination presentations. SPC conducted one presentation on October 20<sup>th</sup> for 25 trade professionals and 45 clients on October 21<sup>st</sup>.

On October 19<sup>th</sup>, SPC joined the sales force with Visit Florida and Greater Miami and conducted a destination presentation to Abreu tour operator sales managers and their 20 crucial travel advisors.

#### **MARKET INTELLIGENCE | TRENDS**

##### **Tour & Receptive Update**

On November 7<sup>th</sup>, FRT International operator born in May 2020 created to act as a global operator and product broker, now follows private label operations, announced its new name, and is now Arkbeds Global Tour Operator.

The decision comes with advances in new segments and markets, and now **FRT International and FRT Tour DMC**, respectively, US and Canadian brands become ARKBEDS and ARK Americas. The change is part of a strategy to advance in new markets and create a muscular brand origin of FRT CORP, with global scope since the FRT brand is solid and consolidated in the Brazilian market.

ARKBEDS segments deliver a modern system for reservations offered in the markets through an XML integration system with the operators.

**Arkbeds Global Tour Operator** – headquartered in Vancouver – CA, will focus on the global operation and contracting of products in Europe, Africa, the Middle East, and Asia.

**Arkbeds Americas** – headquartered in the USA, will focus on the DMC operation and, as its name implies, operating in the contracting and sale of products throughout America, especially the USA, the Caribbean, and Brazil.

Source: Fabio Timotheo, Arkbeds Global Tour Operator, Arkbeds Americas, CPO – Chief Products and Operations.

##### **Argentina Travel Update**

Argentina is increasing travel and tourism to the United States, and the projection for 2022 to 2023 is nearing pre-pandemic numbers. Traveling is part of the Argentine lifestyle, and the United States is a popular destination for business and pleasure. Argentinean's travel to the United States grew by double digits for many years until 2017.



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In December 2019, the GOA imposed a 30 percent tax on purchases made abroad or invoiced in foreign currency, including tourism services such as plane tickets or purchases abroad using Argentine credit and debit cards. Then, in September 2020, the government added a 35 percent tax on purchases of dollars on overseas card payments.

**Argentina is ranked as the sixth largest overseas country to send tourists to the United States. In 2021, even with a limited number of authorized flights, 301,794 Argentines traveled to the United States, resulting in a growth of 52.6%. The projection for 2022 to 2023 is to equal pre-pandemic numbers, and once the economy stabilizes, travel and tourism to the United States will increase even more.**

The number of travelers varies depending on the season. Peak travel times tend to be during the Argentine summer holidays (December to February) and winter school holidays (July). Some also choose to travel during the week of September 21, as many children receive a spring holiday.

Argentines must possess a valid passport and U.S. Visa to enter the United States. Under pandemic regulations, travelers must present proof of vaccination with a WHO-approved vaccine. Travelers must also obtain medical insurance covering their entire visit and submit a signed affidavit to the Government of Argentina on their return.

**The top destinations visited by Argentines are Florida (particularly Miami and Orlando), New York, California, and Washington, D.C.** The U.S. air gateways are Atlanta, Dallas, Houston, Miami, and New York City.

Source: U.S. Commercial Services.