



LATIN AMERICAN DEPARTMENT

September 2022 TDC Report

SALES INITIATIVES

Azul Viagens Brazil Roadshow, September 1, 2022

The Azul Linhas Aéreas (Airlines) Brazilian tour operator, Azul Viagens, promoted their roadshow starting in Campina's city and Azul Airlines hub.

SPC participated with the AVIAREPS representation on September 1, 2022. Our participation included our destination in the Azul Viagens tour operator sales campaign, and AVIAREPS presented our area in the Azul workshop to over 700 travel advisors.

In our representation participation, we delivered over 700 printing destination brochures to travel advisors and networked with the entire Azul Viagens sales and marketing staff during the roadshow. SPC was pleased to showcase the Let's Shine images in the booth art creation.

The Azul Roadshow aimed to promote the tourism industry, as well as promote networking and business generation. The roadshow served to announce the Azul Airlines charter flights to Orlando, in addition to the beginning of cruise sales by the operator.

PetTra Mexico Tour Operator Sales Mission, September 4-8, 2022

As part of our efforts to promote the destination in the Mexico market, Jose Ramirez joined PeTra Mexico Tour Operator on their Sales Mission 2022 in their first three cities, Mexico City, Guadalajara, and Monterrey, from September 4th–8th, 2022. We have reached more than 160 travel advisors and 11 media.

Additionally, VSPC hosted Media client events:

- Lunch with media in Guadalajara on September 6: Vidal Turismo | Viajero TV | PeTra Rep
- Lunch with media in Monterrey on September 7: Publitur | PeTra Rep
- Breakfast with media in Mexico City on September 8: Ladevi | Turistampa | US Travel | Invertour | PeTra Rep

PeTra created two packages for our destination and included them in their yearly brochure, online, and flyers.

Dica e Indica Influencers Recent Blog Post, September 13, 2022

The Dica e Indica Brazilian digital influencers that visited our destination on July 26-29, 2022, shared her final and extensive blog post titled "Things to do in Clearwater and St. Pete."

Dica e Indica recent blog post: <https://www.andrezadicaeindica.com.br/o-que-fazer-em-clearwater-e-st-pete-florida.html>



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Azul Linhas Aéreas (Airlines) Inflight Magazine Media Visit, September 18-21, 2022

Visit St. Pete Clearwater partnered with the Visit Florida PR team in a unique media project with the Brazilian Azul Linhas Aéreas (Airlines) to welcome the outlet Azul inflight magazine media to visit our destination for the first time.

The media was composed of a journalist and a videographer for a 3-night stay. The trip's focus was nature, culture, and gastronomy, and the journalists visited three destinations in Florida. The feature will have 10 to 14 pages, and Florida will be the cover story of the November issue. There will be a fact box where they will cover hotels, restaurants, and tours.

The Azul inflight magazine circulates 70,000 copies per month on around 21,911 flights. Azul flies to Florida destinations: Orlando (1 daily flight) and Fort Lauderdale (2 daily flights). Azul is planning additional flights to Florida from the Southeast and the Northeast of Brazil.

Receptive Operators Luncheon, September 22, 2022

In collaboration with the Meeting&Conventions team, we joined the sales force and hosted an Orlando receptive operator networking luncheon on September 22, 2022.

The LATAM receptive operators invited were:

- FRT Operadora Tour & Receptive
- Personal RGE Receptive Operator
- MCA Tour Transportation/DMC
- CVC Corp. Tour Operator

I connected with all clients, shared about the new destination attractions, and learned about their recent and upcoming efforts and opportunities to partner.

Some upcoming 2023 opportunities to collaborate:

A Personal RGE receptive operator and MCA Tour DMC Colombia Sales Mission – March 2023

CVC Corp. roadshow in the interior of Sao Paulo Feb-March 2023

FRT tour and receptive operator ABAV Expo and FRT Roadshow October-November 2022

MARKETING INITIATIVES

2022 Brand USA Brazil Multi-Channel Spring Program Results

The marketing program Tier 2 ran from March to July 2022. As part of the campaign results, we received the following:

2 Interactive Travel Guide (ITG) inclusions

1,000,000 Co-branded carousel Ads unite programmatic impressions linking directly to SPC content in the ITG 3,250 Co-branded display Ad clicks through the Google display network 415,000 Co-branded display Ad impressions driving to VSPC's hotel search page.



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Inclusion on "Visit The USA" Expedia landing page linking to VSPC's hotel search page.

The total campaign impressions

- Reach 18,357,577 total impressions (carousel Ad unite programmatic impressions, Google display network, Expedia Group Ad impressions).
- Engage: Programmatic Media for Programs ITG: 16,816,306 total display impressions.
- The campaign Google Ads revealed a shocking CTR (1.26%)

The campaign client production:

- 213 booked hotel nights
- \$57,357 booked hotel revenue

2022 Visit Florida – Diversa Co-op Marketing Results

Diversa Turismo is a Brazilian tour operator located in Sao Paulo and catering to the country. VSPC confirmed participation in the Visit Florida and Diversa Turismo Co-op marketing B2B program with a travel advisor targeted audience. The campaign ran from April to June 2022.

VSPC participation included the following digital elements and brand awareness. The results had a total impression of 2,622,858 views.

- Custom homepage on the Diversa website
- Landing page for focus on family road trips, adventure, luxury, and LGBTQ+
- Online banners in Diversa's booking platform, PANROTAS trade media, and Travel 3 media
- Social Media: 6 Instagram organic posts, paid posts, Google Ads, LinkedIn Ads, Youtube Ads
- 16 Newsletters to the trade
- Storytelling newsletters (10 content)
- Sales materials in Destino 3D Casa do Agente, and Destino 3D Diversa Turismo
- Popup website

TRADE SHOW | DESTINATION PRESENTATIONS

RTO Summit South Trade Show, Orlando FL, September 13-14, 2022

To continue our efforts in destination marketing and package creation, Jose Ramirez joined Leisure Department and attended the RTO Summit South in Orlando, Florida, from September 13-14, 2022.

Connect Travel has an ongoing reporting relationship with all significant inbound operators. This event helps connect with the large receptive that sells the destination and promotes it in our key markets. Jose met the following receptive on September 14:

1. GALAXY VACATIONS INC
2. KALUAH TOURS
12. RESORT INVENTORY GROUP
13. GETYOURGUIDE



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|----------------------------------|--------------------------------|
| 3. EASY TIME TRAVEL LLC | 14. JUPITER LEGEND CORPORATION |
| 4. EXPEDIA GROUP | 15. TUI/MUSEMENT INTERCRUISES |
| 5. WORLD2MEET | 16. SIGHTSEEING PASS |
| 6. NEW WORLD TRAVEL | 17. WWW.CONTACT-USA.NET |
| 7. FRT INTERNATIONAL | 18. TRAVEL FUNDERS NETWORK |
| 8. TOURS LIMITED | 19. ATTRACTIONS4US |
| 9. PERSONAL RGE TOURS AND TRAVEL | 20. VACATIONS ONE |
| 10. TRIBELLOMO | 21. TOURS LIMITED |
| 11. AMERICA & BEYOND | |

MARKET INTELLIGENCE | TRENDS

Azul Linhas Aéreas Brasileiras S/A - Brazilian carrier

Azul Linhas Aéreas (Airlines) announced on September 1, 2022, the new charter flights to Orlando, and the airline's tour operator, Azul Viagens, announced the beginning of cruise sales.

Argentina U.S. Visa Update

The U.S. visa renewal in Argentina is now returning to normal with a 15-day waiting list.