

LATIN AMERICA DEPARTMENT April 2024 TDC Report

SALES INITIATIVES

Wedell Argentina Operator Visit, April 7 – 11, 2024

Visit St. Pete-Clearwater warmly welcomed Wedell Tour Operator from Argentina to explore our destination, its attractions, and savor our gastronomy.

Wedell Travel is a tour operator with its own travel agencies, deeply entrenched in Argentina's economic reality, navigating a complex market that necessitates unwavering dedication to establish a thriving enterprise. Their mission is to provide personalized attention and top-quality products to their clientele. Their expertise in destinations and meticulous understanding of client needs serve as cornerstones as they continually refine their approach to cater to specific markets, ensuring the highest standard of service delivery to their customers.

Visit St. Pete-Clearwater is excited to be part of Wedell Tour Operator's portfolio and to promote our destination packages to their travelers.



Destination Activation Workshop with Orinter Tour & Travel Operator and Visit Florida, April 9, 2024

On April 9, 2024, at Florianopolis Airport, Visit St. Pete-Clearwater, in collaboration with Orinter Tour & Travel and Visit Florida, hosted a successful destination activation workshop. The event attracted 70 travel advisors who participated in a 15-minute training presentation, gaining valuable insights into our destination.

Orinter Tour & Travel, a Brazilian operator, showcased their dedication by creating a new destination package specifically for this event. The workshop concluded with a reception, providing an excellent opportunity for networking and further discussions.

Additionally, VSPC conducted one-on-one meetings with 35 qualified travel advisors.

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Miami Beach Pride Activation – April 13 & 14, 2024

Miami Beach Pride is a multi-day celebration of arts and culture including an incredible 2-day Festival and Parade, featuring special events, family-friendly community activations, social mixers and world-class entertainment. MBP is the leading LGBTQ+ cultural arts organization in South Florida regularly attracting 170K + attendees.

The LATAM Department in collaboration with the VSPC Activations Team, and St. Pete Pride organizers, attended and activated at Miami Beach Pride on April 13-14, 2024. The purpose of this activation was to engage the Miami market (a strategic market), promote the destination to both LGBTQ+ & LATAM audiences, and encourage visitation for St. Pete Pride in June 2024 by curating a VIP package (hotel stay and experiences around St Pete Pride weekend) which festival goers in Miami can enter to win at the activation site.

We engaged with the attendees by playing games where they were able to win prizes. Attendees were encouraged to register for the chance to win a 3-night stay in St. Pete, during our Pride festivities in June. We were surprised to hear how many people did not know about our destination, which gave us the opportunity to give them a quick Basic 101 on why they must visit St. Pete/Clearwater.

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World Travel Market Latin America Show, April 15-16, 2024

Visit St. Pete-Clearwater Brazilian rep Ingrid Facchinette, who attended the two-day trade show, walking the floor and connecting with tour operators, trade media, and airline representatives.

Among all the one-on-one meetings that Ingrid conducted on our destination's behalf, she also booked a Brazilian travel advisor FAM of seven advisors arriving on May 16th for a 2-night stay.

Furthermore, Ingrid's effective communication has led to a significant boost in our sales team's activities. We have successfully delivered three VIP welcome bags from the Viagens World travel agency, a testament to the positive impact of her word-of-mouth promotion.

FRT Operator FAM – April 26-28, 2024

During the 2023 FESTURIS Trade Show edition in Brazil, VSPC negotiated with FRT Operator's US Product Manager, Thais Machado, to host a FAM group. FRT already had a confirmed group in partnership with Experience Kissimmee, Westgate Ranch, and Campsites.

On December 11, 2023, Thais offered collaboration on the FRT FAM trip, which was accepted by the department. The FAM included nine top travel advisors, one FRT operator executive, and one Cruise America partner.

Visit St. Pete-Clearwater has a long-lasting relationship with FRT Operator, and they have continued to promote our destination through unique packages over the years. Additionally, Arkbeds Receptive Operator, based in Orlando, assists with any destination group needs.

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Brand USA Incentive Campaign, April 22-25, 2024

In collaboration with Brand USA, the Latin America Department at VSPC took advantage of a Discovery Program Incentive offered to the Mexican market from May 1, 2023, through May 31, 2023.

Participants were required to complete the Discover St. Pete-Clearwater badge download by May 31, 2023. The winner was Rosa Elena Gallegos from Euromundo, a well-known and established tour operator in Mexico. During her visit, Rosa explored the destination with a unique itinerary and shared photos of her experiences.

The Brand USA Discovery Program offered us the opportunity to educate a wide audience in the travel industry about our destination and what it offers to their current and future clients.

Visit Florida Brazil Sales Mission, April 23-25, 2024

Our participation in the Visit Florida Brazil Mission aimed to enhance our destination's visibility and strengthen relationships with key industry partners. In Curitiba, we trained 65 agents through a 12-minute destination presentation during a formal dinner with networking time afterwards.

Our Brazilian representative connected with top tour operators during a productive breakfast meeting. In São Paulo, we expanded our outreach to 105 agents during a dinner presentation and conducted targeted sales calls with major tour operator headquarters. These efforts ensured comprehensive exposure and deepened partnerships in the Brazilian market.

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Victor Travel Advisor & ABAV-RS President Visit, April 28-30, 2024

VSPC welcomed Victor Hugo Almeida, the owner of Victor Travel agency, along with agency advisors Nilza Almeida and Paulo Almeida, to visit our destination and continue promoting it to their clients.

Victor Travel holds a significant position in the travel industry, particularly within our target Brazilian market. Their expertise and influence can greatly impact the promotion and visibility of our destination, ultimately leading to increased tourism and economic growth. By extending a warm welcome to Victor Almeida and his team, we demonstrate our commitment to fostering strong partnerships within the travel industry and showcasing the unique offerings of our destination.

Furthermore, hosting Victor Almeida presents an invaluable opportunity to establish personal connections and build relationships, as Victor Almeida also serves as the President of ABAV-RS (Association of Brazilian Travel Advisors in the Rio Grande do Sul region). Such connections may lead to mutually beneficial partnerships in the future.

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DESTINATION TRAINING PRESENTATIONS

Aviatur Colombia Tour Operator Training Presentation, April 20, 2024

In partnership with Visit Florida Colombia, Visit St. Pete-Clearwater conducted a training destination webinar for over 78 travel professionals from Aviatur Operator on Saturday, April 20, 2024. This collaboration reflects our ongoing efforts with Aviatur to promote the destination.

Aviatur is a Colombian tour operator offering various tourist services, including flights, travel packages, hotels, ground transportation, cruises, and medical assistance. With over 250 offices nationwide, Aviatur is dedicated to corporate and tourism travel, providing a wide range of services, including ecotourism.

