

LATIN AMERICA DEPARTMENT January 2024 TDC Report

SALES INITIATIVES

Brand USA 2024 Mexico Sales Mission, January 29 - February 2, 2024

Brand USA's Mexico Sales Mission 2024 is an opportunity for U.S. partners to connect directly with the leading travel trade in Mexico. Developing and strengthening face-to-face business relationships with crucial partners in the market is a creative way to continue to grow and nurture inbound solid visitation.

VSPC participated in the Brand USA 2024 Mexico Sales Mission and benefited from the following:

- We gained market understanding and consumer insights through enrichment sessions.
- We networked and conducted 34 one-on-one meetings with Mexico-based travel trade key partners.
- Build relationships through inquiries and information requested by trade partners and media.
- We engaged and trained crucial tour operators and 283 travel advisors from Mexico City and Guadalajara in a detailed VSPC destination presentation.



MARKETING INITIATIVES

Expedia Co-op Marketing Program Latin America Markets Launch – January to September 2024

The Latin America Department negotiated with the Expedia Sr. Business Development Manager to develop a January to September program, including Argentina, Brazil, Colombia, and Mexico.

It is the first time we have included the Argentina Market since 2020. We had our initiatives come back in 2022. Since then, we have participated at the FIT Trade Show, worked with tour operators in sales call training, and showcased the destination with familiarization groups, influencers, and media visits.



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The campaign will run as follows below in each market:

- Argentina runs from January 1, 2024, to September 30, 2024
- Brazil runs from March 1, 2024, to July 31, 2024.
- Colombia runs from May 1, 2024, to September 30, 2024
- Mexico runs with two programs: February 1, 2024, to April 30, 2024, and June 1, 2024, to July 31, 2024.

As per our past programs, we requested to receive the campaign progress monthly report to continue to assess productivity, and we will access the campaign reach, room nights, spend, CRT, click, air tickets, PAX, and gross booking.