

## **LATIN AMERICA DEPARTMENT June 2024 TDC Report**

### **SALES INITIATIVES**

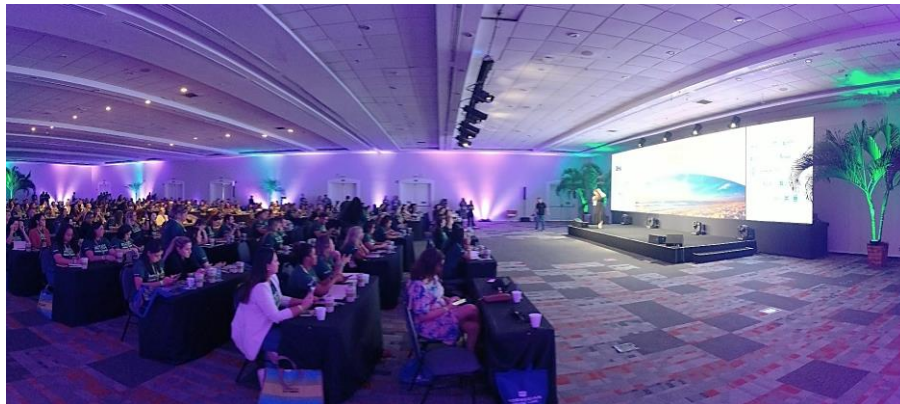
#### **2024 BWT Operator Trade Convention, June 2-5, 2024**

VSPC's Brazilian representative attended the 2024 BWT Brazilian tour operator trade convention from June 2 to 5, 2024. BWT, an operator located in the south of Brazil, has consistently promoted and developed new destination packages to highlight St. Pete Clearwater.

The BWT Convention welcomed 44 BWT sales teams, 252 travel advisors from 15 cities' partner agencies' top sellers, and our Brazilian representative, who delivered a detailed destination presentation during the convention. Four established trade media outlets reported on the convention and its presentations.

Leading up to the convention, BWT ignited anticipation in the market through a series of engaging social channels, including YouTube and LinkedIn publications, Instagram and Facebook posts, and email marketing campaigns. The VSPC logo was prominently featured in the welcome convention kit and signage, adding to the excitement.

St. Pete Clearwater will be the official host for the BWT Operator Mega FAM in November 2024 as part of our 2024 IPW Meeting. We will welcome 10 BWT operator staff, including the owner, Adonai Filho, and 30 top travel advisors who sell BWT packages.



#### **CENAV Brazilian Advisor's FAM, June 3-6, 2024**

The Latin America Team was pleased to host the CENAV FAM group of 11 travel advisors from Brazil. This initiative resulted from our successful negotiation during the Azul Airlines Operator virtual presentation in January 2023. Originally scheduled for August 2023, this FAM was postponed due to Hurricane Idalia. VSPC followed up with the CENAV FAM contact, Mara Augusto, and rescheduled the trip for June 3-6, 2024, for a three-night stay.

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The primary objective of this FAM trip was to familiarize the Brazilian travel advisors with our destination. This initiative will enable them to better market and promote our offerings to potential travelers in Brazil, fostering increased tourism and strengthening our international partnerships.

The group consisted of 11 travel advisors from various Brazilian travel agencies. They are influential in shaping travel itineraries and promoting destinations among Brazilian tourists. The advisors purchase packages from multiple operators or through the Expedia trade portal.



The Palm Pavilion in Clearwater Beach and at the St. Pete Pier

### **Visit Florida FRT Operator Florida Day, June 5-7, 2024**

VSPC's Brazilian representative attended the Visit Florida FRT Operator Florida Day in collaboration with Visit Florida, gathering 80 handpicked travel advisors. This event provided an excellent platform for comprehensive training sessions and one-on-one trade show interactions. These sessions were instrumental in equipping the advisors with in-depth knowledge about St. Pete-Clearwater's offerings, fostering a more informed and enthusiastic promotion of the destination. VSPC's presence at this event underscores its commitment to strengthening ties with key players in the Brazilian travel market and enhancing the visibility of our destination.

Furthermore, the event facilitated valuable networking opportunities, including interactions with prominent partners such as Arkbeds Broker. The VSPC representative had a particularly fruitful discussion with the Vice President of Arkbeds, paving the way for potential future collaborations. This successful engagement underscores the strategic importance of such events for building and

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maintaining critical industry relationships. It reinforces VSPC's proactive approach in seeking new partnerships and enhancing its market reach in Brazil.



### **Visit Florida Colombia Operators FAM, June 5-7, 2024**

The Latin America Department, in partnership with Mariana Barnes, Visit Florida's Global Travel Trade Account Executive, and Bryan Mantilla, their Colombia representative, welcomed four of the leading travel operators in Colombia to visit our destination for the first time. The operators enjoyed a two-night stay, arriving on June 5th and leaving on the 7th. This visit is part of our ongoing initiatives in the market and our partnership with Visit Florida. Below are the companies' descriptions:

BCD TravelDepot: A wholesaler specializing in tours, car rental, cruises, and additional services, operating for over 20 years in Colombia.

Colaereo: Operating since 2004.

Viajes Éxito: A subsidiary of Grupo Éxito, has been operating since 2007. They offer a comprehensive portfolio of travel products and services, ensuring that all travel needs are met through their 26 service centers across Colombia.

Viajes El Corte Inglés: Part of the Spanish group El Corte Inglés, with over 60 years in tourism and operating in Colombia since 2010. They have specialized Corporate Services and Event Management areas, with seven agencies in Bogotá, Medellín, and Cali.

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### **Aeromexico Inaugural Flight Mission, June 10-13, 2024**

Below is a breakdown of activities and promotions conducted by Visit St. Pete-Clearwater, in collaboration with Visit Tampa Bay, during the Mexico Sales Mission in Mexico City from June 11-13, 2024. This mission aimed to promote Aeromexico's new daily flight from Mexico City to Tampa International Airport, starting on July 1, 2024.

During the Mexico Sales Mission, VSPC engaged in key activities to promote the new Aeromexico daily flight from Mexico City to Tampa and to strengthen relationships with important industry partners.

Training Sessions: Conducted training sessions for Aeromexico's key American Express clients, featuring in-person and virtual presentations. These sessions included a client event as a token of appreciation.

Destination Presentations: Delivered detailed presentations to 165 operators and travel advisors in collaboration with Elisa Herrera Diaz from Aeromexico.

#### Key Meetings:

- PeTra Mexico Operator: Focused on pre-and post-cruise packages.
- Despegar OTA: Discussed upcoming partnerships, including a Visit Florida event and the Despegar Co-op Program with Brand USA.
- Viajes Palacio: Explored opportunities for golf packages and incentive groups, noting their unique 6 to 8-month booking window.

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Sales call training at American Express

### **2024 Visit Florida Brazil Appreciation Event, June 25, 2024**

Visit Florida Brazil hosted a trade appreciation client event for 85 trade professionals in São Paulo, Brazil. This event was a thank-you for their partnership and allowed the VSPC international representative to showcase our destination.

The VSPC representative networked with key industry players and gained trade media exposure through leading tourism outlets Panrotas and Mercado & Eventos.



### **Enhancing Tourism Through Delta Air Lines Collaborations, June 26, 2024**

On June 26, 2024, the Latin America Department welcomed Fabiano Laux, Delta Air Lines' local sales contact, for a detailed presentation focusing on sales initiatives and strategic collaborations. Fabiano's presentation emphasized the potential for partnerships between VSPC and Delta Air Lines, including opportunities to work with Delta's airline partners and codeshare clients.

The session provided valuable insights into how VSPC can leverage these relationships to enhance its promotional efforts and drive more visitors to the destination. By aligning with Delta Air Lines' expansive network and partnership opportunities, VSPC aims to strengthen its market position and explore new

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avenues for growth. This engagement highlights VSPC's proactive approach to forging strategic alliances and underscores the importance of collaborative efforts in advancing tourism objectives.

During the meeting, we focused on the new Aeromexico daily flight and the Delta Amsterdam return service, identifying these as key opportunities to promote increased connectivity and attract more international visitors to the VSPC destination.

### **2024 RCA Operator Florida Day Trade Event, June 27, 2024**

VSPC's international representative was pivotal in the 2024 RCA Turismo Florida Day, providing specialized training to 30 travel advisors. This event allowed VSPC to present its destination as part of an exclusive operator package promoted by RCA Turismo, highlighting Miami and St. Pete-Clearwater. The training session aimed to equip travel advisors with comprehensive knowledge about the unique attractions and experiences that St. Pete-Clearwater offers, enhancing their ability to market the destination effectively.

RCA Turismo's focus during the event was to showcase what Florida has to offer beyond the well-known theme parks. By emphasizing the diverse and enriching experiences available in St. Pete-Clearwater, VSPC reinforced its appeal as a must-visit destination. This collaboration with RCA Turismo broadened the advisors' understanding of the area and strategically aligned to promote Florida's varied attractions, thereby fostering a more robust and diversified tourism industry.



### **DESTINATION TRAINING PRESENTATIONS**

#### **Visit USA Argentina Committee Training Virtual Destination Presentation, June 4, 2024**

As part of our partnership with the Visit USA Argentina Committee, the Latin America Department held a June 4th training destination webinar to promote the area to the trade and media.

Representatives from Visit USA and more than 220 trade and media professionals attendees participated.



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Following the event, the local press published highlights, noting St. Pete-Clearwater as one of the favorite and most visited destinations by Argentines. Below are some of the highlights from the media, including Radar Viajes, Mensajero, Report News, and Ladevi Media.

<https://www.radardeviajes.com.ar/2024/06/visit-usa-webinar-st-pet.html>  
<https://mensajero.com.ar/operadores-mayoristas/visit-usa--capacitacion-de-st--pete---clearwater-y-alamo>  
<https://reportnews.la/blog/2024/06/12/visit-usa-presento-los-atractivos-de-st-pete-clearwater/>  
<https://argentina.ladevi.info/visit-usa/comite-visit-usa-argentina-st-peteclearwater-fondo>

#### **CVC Corp. Operator Training Presentation Record, June 24, 2024**

On June 24, 2024, VSPC's Brazil representative was invited to visit the offices of CVC Corp., the largest tour operator in Brazil and Latin America, located in Santo André near São Paulo. The VSPC representative recorded a comprehensive destination training presentation for CVC Corp.'s Brazilian university platform during this visit. This educational platform provides travel advisors and the CVC Corp. sales team with access to detailed information about the VSPC destination.

The recorded presentation is a strategic effort to ensure that the CVC Corp. team and affiliated travel advisors are well-informed about St. Pete-Clearwater's unique offerings and attractions. By leveraging CVC Corp.'s extensive reach and influence in the Latin American market, VSPC aims to enhance its visibility and appeal to a broader audience, ultimately driving more tourism to the destination. This initiative underscores VSPC's commitment to fostering strong relationships with leading industry partners and utilizing innovative platforms for destination promotion.