

LATIN AMERICA DEPARTMENT

March 2024 TDC Report

SALES INITIATIVES

Visit Florida Mexico Trade and Media Mission, March 18-22, 2024

VSPC participated in an integrated Trade and Media Mission organized by Visit Florida. During this mission, he had the exclusive opportunity to engage in one-on-one meetings with 48 tour operators, provide training for over 170 travel professionals, and meet with 12 representatives from trade media, consumer media, and content creators in Mexico City and Guadalajara.

In addition, we capitalized on the opportunity to promote Aeromexico's new daily flight from Mexico City to Tampa, scheduled to commence on July 1st, 2024.

Below are highlights from interviews and news coverage during the mission:



Fortline Turismo Travel Agency Visit, March 22-24, 2024

VSPC welcomed Igor Amorim Costa, the owner partner of Fortline Turismo Brazilian travel agency, to visit our destination for the first time. He spent two days exploring our region with a suggested itinerary.

Fortline Turismo is significant in the travel industry, particularly in our target Brazilian market. They sell the Brazilian operators we work with and offer our destination packages. Their expertise and influence can significantly impact the promotion and visibility of our destination, leading to increased tourism and economic growth. By extending a warm welcome to Igor Costa, we demonstrated our commitment to fostering solid partnerships within the travel industry and showcasing the unique offerings of our destination.

Furthermore, hosting Igor Costa provided an invaluable opportunity to establish personal connections and build relationships, which we believe will lead to collaborative initiatives and mutually beneficial partnerships in the future.



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DESTINATION TRAINING PRESENTATIONS

EZlink OTA Virtual Training Presentation, March 11, 2024

During VSPC's one-on-one meeting with EZlink Brazilian OTA at the 2024 Florida Huddle Show, we scheduled a virtual training presentation for the OTA sales call team. On March 11th, VSPC conducted a virtual destination training presentation for 16 EZlink sales associates.

EZlink has expressed strong interest in promoting our destination and selling our packages. Conducting destination training virtual sessions is essential for equipping their sales team with the expertise, confidence, and resources they need to succeed in promoting and selling our destination to their customers. By investing in these training sessions, we are investing in the success and growth of our destination brand awareness.

Diversa Turismo Operator Training Presentation, March 12-21, 2024

As part of Visit St. Pete Clearwater and Visit Florida Co-op marketing program with Diversa Turismo, a Brazilian tour operator, we participated in Diversa's four-day in-person training sessions, and our VSPC Brazilian representative trained 93 travel advisors from four cities.

Below are the dates with the respective cities and their attendance:

March 12th, Ribeirão Preto = 25 advisors.

March 14th, Uberlândia = 21 advisors.

March 19th, Brasília = 24 advisors.

March 21st, Goiânia = 23 advisors.

Price Travel Operator Agent Training Presentation, March 21, 2024

On March 21, 2024, VSPC conducted a one-hour virtual training session in collaboration with Price Travel Operator and Brand USA, reaching 50 travel advisors from Mexico. This presentation provided added value by offering additional exposure to Price Travel agents as part of VSPC's participation in the Brand USA Market Program – Price Travel FY23 Co-op Campaign. The training was well-received, and VSPC included time to answer advisors' questions.

ADVERTISING INITIATIVES

PANROTAS Forum – 50TH Anniversary Edition, March 5-6, 2024

The PANROTAS 2024 Forum is recognized as one of the most strategic events for the Travel and Tourism industry in Brazil, reaching its 21st edition filled with relevant content and featuring recognized speakers.

As part of our FY23-24 Media Program, VSPC included an advertisement and negotiated a bonus editorial page to be featured in the 50th-anniversary edition of PANROTAS, Brazil's largest trade media.



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