

LATIN AMERICA DEPARTMENT

July 2024 TDC Report

SALES INITIATIVES

Aeromexico Inaugural Flight Event, July 1, 2024

VSPC joined Tampa International Airport, Visit Tampa Bay, Aeromexico, and Delta partner leadership for Aeromexico's inaugural festivities on Monday, July 1st. The events included a press conference, the main terminal event for the inaugural TPA-MEX flight, and welcoming the first passengers arriving from the MEX-TPA flight.

After years of efforts by Tampa International Airport to add Mexico City to their roster of destinations, they [announced in February that Mexico's largest airline will offer nonstop daily flights from TPA starting in July.](#)

The department joined the PR team in hosting the Aeromexico representative and three media outlets—Estilo DF, Periódico Viaje, and Food and Travel—on July 1st for their first dinner in the destination.

Ana Paula Garrido Media Luncheon, July 24, 2024

During the 2024 IPW trade show, I spoke with Ana Paula Garrido, a prominent journalist and travel writer. Ana Paula is well-known for her work with *O Melhor da Viagem* and as an influencer for multiple digital publications, including *Catraca Livre*, *Universa*, *Falando de Viagem*, *Let's Go Bahia*, *Brasilturis* trade newspaper, *Retailing Insight Magazine*, and *North News Journal* in Canada.

Ana Paula has recently moved to the Tampa Bay Area, presenting a unique opportunity for us to leverage her influence and reach to enhance our brand awareness and promotional efforts.

On July 24, 2024, we met with Ana Paula to discuss upcoming opportunities and potential collaborations. This meeting was strategic, aiming to strengthen our relationship and explore ways to utilize her extensive audience to promote our destination as a prime travel destination.

- *O Melhor da Viagem* Facebook Page: Nearly 40K followers, with almost 100K monthly reach.



Ana Paula Garrido with Andrea Gabel/VSPC at St. Pete Pier

LATIN AMERICA DEPARTMENT

July 2024 TDC Report

Participation in LGBTQ+ Trade Event, July 25, 2025

Our representative's participation in the LGBTQ+ trade event on July 26, 2024, was strategically aimed at promoting Visit St. Pete-Clearwater to a targeted and influential audience. The event offered extensive promotional opportunities, including logo visibility across all event materials and access to a valuable network of LGBTQ+ travel advisors. This investment is expected to yield significant returns in terms of increased tourism and brand awareness.

The event welcomed over 950 travel advisors, with VSPC featuring a booth facilitating 1:1 meetings in a free-flow format.



Ingrid Facchinette with the Brand USA Brazil representative, a trade media note about VSPC's participation, and the official trade event invitation.

DESTINATION TRAINING PRESENTATIONS

Visit USA Ecuador Training Presentation, July 3, 2024

VSPC conducted a virtual presentation showcasing our destination for AMCHAM and Universal Mayorista De Viajes and their agents. The Ecuadorian American Chamber of Commerce of Quito (AMCHAM) is a non-profit organization that plays a crucial role in promoting development between Ecuador and the United States.



LATIN AMERICA DEPARTMENT

July 2024 TDC Report

As an independent, non-governmental institution, AMCHAM is ideal for fostering new contacts and strengthening strategic alliances with various state, commercial, local, and international organizations and the broader business community.

Following the presentation, AMCHAM requested that the content be shared with additional agents and their clients. A total of 39 people attended the presentation.

VMZ Operator Virtual Training Presentation, July 17, 2024

Ingrid Facchinette, VSPC's Brazilian rep, successfully conducted a virtual destination training presentation with VMZ Brazilian Operator, reaching 24 VMZ professionals. The presentation provided valuable opportunities and insights into our destination.

- VMZ is based in Ribeirão Preto, near São Paulo, and hosts the Avirp trade show attended by local agents.
- VMZ promotes FIT and group trips to Orlando and Tampa as their main products.
- VMZ requested this training after recognizing VSPC destination's diverse offerings. While they were familiar with significant attractions like St. Pete Pier, the Dali Museum, and our main beach areas, the presentation highlighted additional options to encourage longer stays.

Experta Travel Training Presentation, July 18, 2024

VSPC conducted a training session for Tour Operators and advisors from Expertia, a subsidiary of Destinos Mundiales in Perú. Expertia, with 640 employees and over 15 years of leadership in the Peruvian market, ranks among the 20 largest and most important travel agencies in Latin America.

A total of 30 people attended the presentation.

Aventura Virtual Training Presentation, July 25, 2024

VSPC delivered a virtual presentation to Tour Operators from Aventura. Pe in Peru, whom we met at IPW in May 2024. While Peru is not currently VSPC's primary market, this was still a valuable opportunity to promote our destination.

Aventura. pe's office in Fort Lauderdale plays a pivotal role in further promoting VSPC to their clients, enhancing our reach.

Ten people attended the presentation and plan to share it with their other offices.

ADVERTISING INITIATIVES

Brand USA Opti Consumer Spring Program - Brazilian Market Insights (March-June 2024)

ADARA was one of the booking platforms included in the original Brand USA consumer program. The FY24 program has seen an approximately 395% increase, and below are some key insights from the ADARA results for the Brazilian market:



LATIN AMERICA DEPARTMENT July 2024 TDC Report

- 30% of the bookings originated from São Paulo, and 15% from Rio de Janeiro.
- 55% of the groups consist of 3 or more PAX.
- 70% of the bookings are for Clearwater Beach and 15% for St. Pete Beach.
- The average trip duration is 3 or more nights.

MARKET INTELLIGENCE | TRENDS

Brazil U.S. Visa Update:

- The wait time for first-time U.S. visa requests in Brazil has decreased significantly to approximately one month.
- Visa renewals are now being processed in less than a week.

Source: Communication between Ingrid Facchinette, VSPC Brazilian representative, and Emanuelle De Nadal, Commercial Specialist for the General Consulate of the United States of America in São Paulo.