



## LATIN AMERICA DEPARTMENT

### November 2024 TDC Report

#### SALES INITIATIVES

##### **CR Brazilian Advisor Visit, November 1-4, 2024**

VSPC successfully concluded its 2023 Incentive Campaign in partnership with Personal RGE, a receptive operator based in Orlando serving the Brazilian and Latin American travel markets. This initiative recognized top-performing travel advisors who excel in promoting St. Pete-Clearwater.

##### Winner & Visit Details:

- Awarded Advisor: Carol Rossetto (CR Travel, Curitiba, Brazil)
- Guest: Kellen Masuchette (Lunik Travel, Curitiba, Brazil)
- Incentive: Three-night stay with a curated itinerary to experience VSPC's top attractions and hospitality

##### Tailored Itinerary Highlights:

- Premier Hotel Stay: Hosted at a VSPC partner hotel to enhance product knowledge.
- Cultural Experiences: Visits to The Dalí Museum and Chihuly Collection to showcase the destination's arts and culture.
- Dining & Coastal Experience: Dinner aboard the Starlite Cruise, offering a first-hand taste of the local culinary scene and waterfront views.

This visit reinforced VSPC's relationship with key Brazilian travel advisors and enhanced their ability to sell the destination. Social media coverage from the visit further amplified brand visibility in the Latin American market.

The success of this incentive campaign highlights the impact of direct engagement with travel advisors and strengthens our positioning as a preferred Florida destination for Brazilian travelers.

##### **Vip Home Viagens Luxury Advisor Visit, November 8-9, 2024**

VSPC hosted Lydia Pinho, a luxury travel advisor from VIP Home Viagens, for a one-night stay on November 8, 2024, to strengthen our presence in the Brazilian luxury travel market.

##### Key Highlights & Strategic Impact:

- Luxury Market Penetration: Lydia's visit reinforced St. Pete-Clearwater's appeal to high-net-worth Brazilian travelers, a key growth segment.
- Social Media Exposure: She shared live stories and added St. Pete-Clearwater to her Instagram highlights, ensuring ongoing brand visibility.
- Family-Friendly Luxury Positioning: Traveling with her husband and children, Lydia experienced and promoted St. Pete-Clearwater as a high-end, family-friendly destination, aligning with Brazilian travelers' preferences.
- Future Partnership Potential: Strengthened our relationship with VIP Home Viagens, opening doors for further collaboration and increased bookings.



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This visit effectively boosted brand awareness and reinforced VSPC's positioning in the Brazilian luxury travel market, making it a valuable strategic initiative.

#### **BWT Brazilian Operator Mega FAM, November 18-21, 2024**

Visit SPC successfully hosted the BWT Brazilian Tour Operator Mega FAM & Awards Celebration from November 18-21, 2024, marking the first time this prestigious event was held in the U.S. The event brought together 27 top Brazilian travel advisors and 10 key operators, including BWT's owner, Adonai Filho, solidifying our destination's position in the Brazilian travel market.

#### Key ROI & Strategic Impact:

##### Strengthened Trade Partnerships

- Deepened relationships with BWT, one of Brazil's leading operators, fostering trust, loyalty, and long-term collaboration.
- Increased potential for future co-op marketing opportunities and FAM visits.

##### Increased Destination Awareness & Sales Potential

- 40 influential Brazilian travel professionals gained firsthand experience of St. Pete-Clearwater, enhancing their ability to confidently sell the destination.
- Immediate impact: Tour operators are now developing customized travel packages, making SPC a priority destination for Brazilian travelers.

##### Organic Advocacy & Market Influence

- Travel professionals will share their experiences with colleagues and clients, influencing a broader network through word-of-mouth recommendations.
- Social media and media exposure from attendees provided cost-effective, real-time destination promotion.

##### Competitive Advantage & Market Positioning

- Hosting this exclusive event differentiates SPC from competing Florida destinations, reinforcing our commitment to the Brazilian market.
- The event's announcement at BWT's annual sales convention reached 350+ advisors, amplifying awareness before the FAM even took place.

##### Direct Economic & Industry Impact

- Destination partners benefited directly by hosting key events, functions, and business meetings, creating potential for repeat bookings.
- Actionable market intelligence gathered from direct trade feedback will inform future marketing and product strategies.

The BWT Brazilian Mega FAM was a high-impact investment, yielding immediate and long-term benefits for our destination. By hosting Brazil's top-selling advisors, expanding awareness, and driving future bookings, this initiative has reinforced SPC's position as a premier destination for Brazilian travelers, ensuring sustained market growth.



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#### **Landmark Turismo Advisor Visit, November 19-21, 2024**

Visit SPC hosted Brazilian travel advisor Helena Maria Chavez for a one-night stay on November 19, 2024, as part of our ongoing efforts to expand our presence in the Brazilian market.

#### Strategic Impact & ROI:

##### Trade Engagement & Future Bookings

- Helena is affiliated with Landmark Travel Agency, Casa do Agente, and Diversa Turismo Operator, all key players in Brazil's travel industry.
- Her visit enhances her ability to confidently promote and sell St. Pete-Clearwater to high-spending clients.

##### Organic Promotion & Market Expansion

- Accompanied by two fellow travelers, amplifying word-of-mouth exposure and authentic recommendations.
- Increased social and professional visibility through Helena's extensive advisor network.

##### Strengthened Relationships & Long-Term Partnerships

- Reinforces our commitment to key Brazilian advisors, fostering future collaboration and bookings.
- Aligns with our strategic investment in Brazil, complementing trade presentations, co-op marketing campaigns, and FAM trips.

This visit represented a high-value, low-cost investment with strong potential to drive bookings and expand St. Pete-Clearwater's footprint in Brazil's luxury and premium travel segments.

#### **DESTINATION TRAINING PRESENTATIONS**

#### **2024 AGAXTUR Operator Trainings, November 13-14, 2024**

Visit St. Pete-Clearwater, in collaboration with Visit Florida, participated in the Agaxtur Tour Operator Roadshow from November 13-14, 2024, targeting travel agents and internal sales teams in São Paulo and surrounding areas—key markets for Florida travel sales.

#### Key Highlights & ROI:

##### Targeted Trade Engagement

- Conducted a 20-minute training session for 30 crucial travel advisors, equipping them with key destination insights to enhance their ability to sell SPC.
- Engaged in networking sessions to build stronger relationships and reinforce SPC's presence in the Brazilian market.

##### Strategic Market Impact

- All 30 trained advisors were added to VSPC's database to receive Portuguese-language newsletters and destination updates.
- The Brazil office will conduct follow-ups to ensure SPC remains top-of-mind for future bookings and itineraries.



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#### Collaborative Industry Positioning

- Presented alongside Visit Florida, Visit Lauderdale, and Visit Tampa Bay, further integrating SPC into the Florida travel trade landscape.

By participating in this highly targeted roadshow, VSPC expanded its reach among key Brazilian travel sellers, ensuring enhanced trade awareness, stronger relationships, and increased sales potential for the destination.