



LATIN AMERICA DEPARTMENT

October 2024 TDC Report

SALES INITIATIVES

Diversa Turismo Mundo Workshop, October 2-3, 2024

VSPC successfully participated in a key travel trade event in São Paulo on October 2-4, 2024, strengthening our presence in the Brazilian market. Key highlights included:

- Training Presentation: VSPC delivered a 20-minute session to 250 strategically selected Brazilian travel advisors from key regions, including São Paulo, Brasília, and Rio de Janeiro.
- VSPC Table: Our dedicated space facilitated one-on-one business meetings, allowing direct engagement with trade professionals.
- Networking Opportunities: Participation in the opening networking event enhanced relationships and expanded brand visibility within the Brazilian travel trade sector.

This event served as a valuable platform to promote VSPC as a premier leisure destination and further solidify partnerships within Brazil's travel industry.

Tu Destino Colombia & Chile FAM, October 2-4, 2024

Tu Destino, a well-established tour operator in Chile and Colombia, collaborated with Visit SPC, Visit Tampa Bay, and Experience Kissimmee to host a FAM following discussions at the 2024 IPW Show.

Despite Hurricane Helene impacting the original itinerary, the LATAM team swiftly adapted the schedule, shifting the focus from beach experiences to Downtown St. Pete. The group of eight key travel advisors, who actively sell Tu Destino's Florida packages, stayed at Hyatt Place DTSP, explored local museums, and dined at downtown restaurants. They particularly appreciated the city's walkability and vibrant atmosphere.

While they couldn't experience the beaches this time, they expressed strong interest in returning. By the final evening, discussions had already begun on developing new travel packages featuring St. Pete-Clearwater.

Ensuring that travel advisors personally experience the destination is key, as they are the final decision-makers influencing consumers' travel choices. This FAM successfully strengthened relationships and reinforced St. Pete-Clearwater's appeal in the Chilean and Colombian markets.

Luxperts Luxury Trade Show, October 15-17, 2024

Visit SPC successfully participated in the 2024 Luxperts Experience, a premier luxury travel trade show connecting top-tier travel advisors, suppliers, and buyers. This event provided a strategic platform to position St. Pete-Clearwater as a high-end travel destination and strengthen relationships within the luxury travel sector.

Key Highlights:

- Luxury Market Exposure: Showcased St. Pete-Clearwater's premium offerings, including luxury accommodations, exclusive experiences, and cultural attractions.



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- Targeted Engagement: Conducted one-on-one meetings with pre-selected luxury travel advisors and buyers specializing in high-net-worth clients.
- Brand Visibility: Participated in key networking events, ensuring VSPC remains top of mind in the luxury segment across the U.S., Europe, and Latin America.

This participation aligns with our strategy to expand into the luxury travel market, fostering long-term industry relationships and enhancing brand awareness in key international markets.

Visit Florida Colombia Sales Mission, October 21-25, 2024

Visit SPC joined Visit Tampa Bay and other Florida DMOs in collaboration with VISIT FLORIDA for this impactful event, providing an ideal platform to position our destination, strengthen business relationships, and enhance brand visibility.

Our journey took us through Barranquilla, Pereira, and Bogotá, three key markets in Colombia, both for this year and beyond. In each city, we engaged in strategic meetings with top tour operators and conducted an insightful training session attended by an average of 20 top-selling travel agents and tour operators. The mission concluded in Bogotá with a special, exclusive dinner for top decision-makers in the industry.

The event saw participation from over 143 of Colombia's leading wholesalers, tour operators, and travel advisors. VSPC had the opportunity to deliver a 15-minute destination presentation and conduct one-on-one meetings with key decision-makers, further solidifying relationships and fostering new partnerships.

This mission is part of VSPC's ongoing commitment, in partnership with Visit Florida, to continuously engage with new tour operators while reinforcing relationships with existing partners. Colombia remains a priority market as the second-largest source of Latin American visitors to Florida.

Vamos a Miami Media Visit, October 29-November 1, 2024

Vamos a Miami: Strategic Content & Service Platform for Latin American Audiences.

Vamos a Miami is a dynamic and influential content and service platform in Spanish, positioning Miami as a central hub of interest while also promoting key attractions throughout Florida.

With a strong presence across Latin America, Spain, and the U.S., the platform delivers engaging content through its dedicated web portal, complemented by an active presence on Facebook, Instagram, and Twitter. This multi-channel approach fosters continuous engagement with a large and highly interactive community of travelers.

Headquartered in Buenos Aires, Argentina, Vamos a Miami maintains strong connections with emerging travel destinations, shopping, lifestyle experiences, and travel benefits, continuously expanding its reach and influence.



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The proposed collaboration includes the delivery of updated photography and video assets to refresh previously published articles while also generating new content for both the website and social media platforms.

As part of their upcoming plans, the team intends to return to Florida in February and has expressed interest in collaborating with Visit St. Pete-Clearwater (VSPC) and other Gulf Coast DMOs to further expand their content offerings and audience reach.

DESTINATION TRAINING PRESENTATIONS

BeFly Operator Training Presentation, October 8, 2024

Visit SPC participated in BeFly Tour Operator's Florida Day on October 8, 2024, at their headquarters in São Paulo, engaging with 50 travel professionals from travel agencies and BeFly's internal sales team.

- Conducted 10-minute training sessions for all attending agents, divided into two periods with a networking coffee break.
- Promoted St. Pete-Clearwater's offerings alongside key Florida partners, including Visit Florida, Visit Tampa Bay, Orlando Magic, LATAM, Delta Airlines, and major hospitality brands.
- Received two immediate travel inquiries, where agents sought to extend client itineraries with 2-3 nights in St. Pete-Clearwater.

Follow-ups and ongoing agent support, including presentation materials and destination insights, will be managed by our in-market representative, Ingrid Facchinette. This initiative strengthened our trade relationships and expanded awareness of SPC as a key extension destination for Florida travelers.

Best Buy Operator Training Presentation, October 10, 2024

VSPC conducted targeted training sessions with a key tour operator in 2024, strengthening our partnership and increasing destination awareness among their travel advisors.

2024 Performance Highlights:

- Client Production: Generated 62 room nights with an ADR of \$242.14, resulting in a total gross revenue of \$15,013 from 26 reservations.
- Top-Selling Hotels: The operator's bookings in St. Pete-Clearwater primarily included:
 - Residence Inn by Marriott Clearwater Downtown
 - Wyndham Grand Clearwater Beach
 - Comfort Inn & Suites St. Pete - Clearwater International Airport
 - Opal Sands Resort
 - Hyatt Regency Clearwater Beach Resort & Spa
 - Holiday Inn Hotel & Suites Clearwater Beach
 - Postcard Inn on the Beach
 - Shephard's Beach Resort
 - Homewood Suites by Hilton St. Petersburg Clearwater



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- Hilton Clearwater Beach Resort & Spa

The training reinforced VSPC's positioning as a preferred destination for extended Florida stays, and our continued engagement with this operator is expected to drive future bookings and increased room night production.