

LATIN AMERICA DEPARTMENT

February 2025 TDC Report

SALES INITIATIVES

Visit Florida Pre-Huddle Brazil FAM, February 1-2, 2025

Visit St. Pete-Clearwater (VSPC), in partnership with VISIT FLORIDA, hosted a two-night FAM trip for eight top Brazilian tour operators and the VISIT FLORIDA Brazil representative. While VISIT FLORIDA provided transportation, VSPC coordinated all local logistics and hosted a Meet & Greet to connect the operators with destination partners not attending Florida Huddle.

Results:

- 48 social media posts, generating approximately 120,000 engagements
- Positive feedback and strong interest in future promotion
- 5 operators plan to include VSPC in upcoming itineraries

The initiative enhanced VSPC's visibility in the Brazilian market and fostered valuable trade relationships. Continued follow-up will support long-term inclusion in operator programs and increased visitation.



Visit Florida Pre-Huddle Mexico FAM, February 2-3, 2025

Visit St. Pete-Clearwater had the opportunity to host a one-day FAM trip in collaboration with Visit Florida, welcoming a delegation from Mexico ahead of the 2025 Florida Huddle. The group included the AVIAREPS Mexico representative and seven top-producing tour operators currently selling Florida. As the tour operators were already in the state to attend Florida Huddle, VSPC strategically arranged a one-day visit to showcase key offerings within the destination, including accommodations, attractions, and culinary experiences.

The tour operators expressed great enthusiasm for the destination and are eager to expand their promotion of St. Pete-Clearwater in the Mexican market. As a follow-up, VSPC is providing digital brochures, online training sessions, and multimedia content (videos and imagery) to support the operators in selling the destination more effectively to their clients.

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Florida Huddle Trade Show, February 3-5, 2025

Visit St. Pete-Clearwater participated in the 2025 Florida Huddle, the state's premier travel trade event, to strengthen partnerships and expand visibility in key Latin American markets. Andrea Gabel conducted 38 one-on-one meetings with tour operators and participated in multiple media interviews to promote the destination.

Key Outcomes:

- 25 tour operators expressed interest in featuring the destination in future packages.
- Strengthened presence and brand visibility across Mexico, Colombia, and Brazil.
- Established new media relationships for future coverage.

Florida Huddle continues to serve as a vital platform for fostering long-term partnerships, expanding market share, and increasing Latin American visitation through targeted trade engagement.

Abreu Post-Huddle Operator Visit, February 6-8, 2025

Visit St. Pete-Clearwater hosted Felipe Cuadrado, International Product Manager at Abreu Tur—one of Brazil's leading tour operators—for a two-night post-Huddle visit. Originally unable to attend the Brazil Pre-Huddle FAM due to Fitur commitments, Felipe's individual visit provided a key opportunity to deepen our partnership and expand visibility in the Brazilian market.

Key Outcomes:

- Strengthened trade relationship and renewed commitment to promoting VSPC.
- Identified growth opportunities in luxury, family, golf, and eco-tourism segments.
- Positive feedback and strong interest in expanding package offerings and exclusive promotions.
- Increased brand endorsement from Abreu Tur, with plans for targeted marketing and product development.

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Next Steps:

- Launch co-op marketing initiatives with Abreu Tur.
- Develop tailored itineraries based on B2B insights.
- Continue destination training with Abreu Tur sales teams and advisors.

This strategic visit reinforced Abreu Tur’s enthusiasm for St. Pete-Clearwater and positions the destination for long-term success in the Brazilian market through continued collaboration and market-specific product offerings.

ANATO Trade Show & VF Signature Event, February 25-28, 2025

Participation in the Visit Florida Media & Trade Signature Events and the ANATO Trade Show significantly supported our efforts to increase destination awareness and strengthen relationships in the Colombian market. These events aligned with our Latin America strategy and offered valuable opportunities to engage directly with media, tour operators, and travel advisors.

At the media event, we connected with Colombian content creators who shared organic impressions of the destination, generating added visibility. We also fostered relationships with key media representatives to encourage future editorial coverage.

The trade event allowed for strategic conversations with tour operators regarding package development and marketing collaborations, while also reinforcing our presence with Colombian trade media. During the three-day ANATO Trade Show, we held productive one-on-one meetings with operators and conducted destination training for travel advisors. These efforts supported increased product knowledge, stronger sales potential, and future business opportunities.

Overall, this participation enhanced St. Pete–Clearwater’s positioning in a competitive market, built meaningful trade and media partnerships, and laid the groundwork for long-term growth from Colombia.





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DESTINATION TRAINING PRESENTATIONS

TBO Holidays Operator Training, February 12, 2025

Ingrid/AVIAREPS Brazil conducted a 30-minute destination presentation during a casual coffee break, attended by 15 internal team members. The session concluded with a raffle of branded props.

This training strengthened ties with a key tour operator by educating their internal team on how the St. Pete–Clearwater area enhances their offerings.

Starting with internal team training proved highly effective—operations and advisory staff felt empowered and appreciated being included. Feedback emphasized the value of first-hand destination knowledge, with many noting that opportunities like this are game-changers in their ability to support travel agents.

AGAXTUR Operator Training, February 26, 2025

VSPC conducted a destination training session hosted by Agaxtur, one of Brazil’s most prominent tour operators, in São Paulo. The sales initiative offered two training periods. The first session welcomed 14 in-person participants from the sales and operational teams and an additional 8 attendees online. The second session engaged 25 franchise owners in person and 15 online. The 30-minute joint presentation, in collaboration with Visit Florida, Visit Tampa Bay, and Visit Lauderdale, highlighted key destination updates, product offerings, and strategic travel combinations. Several franchise owners who had previously visited St. Pete-Clearwater shared positive feedback, reinforcing the destination's appeal. Participants expressed a strong understanding of how to incorporate St. Pete-Clearwater into their Florida itineraries, especially when paired with other major gateways, and showed interest in promoting the new products and packages presented.