

LATIN AMERICAN DEPARTMENT

August 2018

Report Submitted by: Ana Fernandez

August 2-5, 2018 – Costa Rica Press Fam Visit

VSPC welcomed a Press visit from Costa Rica from August 2 – 5, 2018 to cover the destination as a Romantic Gateway. Perfil Magazine is the most read magazine in Costa Rica and their profile has more than 33 years of uninterrupted editions as the oldest magazine in Costa Rica. The magazine has a circulation of more than 170,000.

August 12-15, 2018 – Travel Club Chile Fam

VSPC welcomed Travel Club from Chile to promote the destination from August 12 - 15, 2018. Travel Club is a commercial cobranding agreement between the travel agency, Travel Club and Banco de Chile, which allows its members to accumulate Dollars-Prize for purchases of products and services. Recently we did a promotional destination campaign with them and El Mercurio Newspapers that included a total of 84,627 printed magazines delivered to high-end areas in Chile, and digitally to more than one million cardholders of the bank.

August 19-25, 2018 – Gnetwork360 Tradeshow

Jose Ramirez participated on Gnetwork360 – 11th International Conference and LGBT Tourism Tradeshow in Argentina from August 20 - 24, 2018. Gnetwork360 is the largest business and LGBT+ Tourism event in Argentina bringing together more than 1,500 attendees from 18 countries for four days of activities. The destination was promoted through one on one meetings, one full page ad on the official printed program, 20 minutes destination presentation/workshop and a desk/space at the LGBT Travel Expo.

August 20-24, 2018 – Visit USA Central America Roadshow

VSPC Central America Representative participated with Visit USA Central America Committee on their Annual Roadshow in Panama, Costa Rica and Guatemala. Our participation included 20 minutes presentation, press interviews, one to one meetings. More than 900 travel agents participated.

August 27-30, 2018 – CiceroneTV Press Visit

VSPC welcomed a Press visit from Uruguay from August 27 – 30, 2018 to cover the destination. CiceroneTV is a national and international television company dedicated to tourism. They broadcast on VTV for Uruguay and the region and DirecTV for Latin America, Spain and Australia. Online content on YouTube channel at Cicerone Uruguay.

August 28- September 2, 2018 – Hiper Feirao Flytour Final Consumer Show

Andrea participated on Hiper Feirao Flytour 4th Edition Final Consumer Show in the City of Santos. Santos was the selected City due to proximate to ABC regions of Sao Paulo. The Show welcomed 30.000 final consumers.