LATIN AMERICAN DEPARTMENT
February 2018
Report Submitted by: Ana Fernandez

Ladevi Press Visit from Argentina, February 1-3, 2018
Adrian Bertini from Ladevi Argentina visited our destination to promote to Argentina Trade and final consumer, as well in other markets in LATAM. The total of impressions from Ladevi is around 2,255,50 and 208,081 e-magazine readerships in Argentina, Chile, Colombia, Ecuador, Peru and Mexico.

Golf Tournaments La Iguana, Costa Rica, February 3, 2018
VSPC participated in The Iguana 2018 Golf Tournament in Costa Rica. The tournament registered 120 golfers with the highest economic class in the country. Together with Vision Sport Travel we promoted our destination in our booth.

Puerto Rico Client Events & Meetings, February 7-11, 2018
Ana Fernandez participated and promoted our destination in Puerto Rico at the Children's Hospital Golf Tournament. The Golf event gathered over 200 golfers including top corporations and golf aficionados. Conducted press meeting with Revista Go Puerto Rico and Buen Viaje – they host and produce a weekly travel TV show and printed magazine.

Visit Florida Brazil North & Northeast Sales Mission, February 17-24, 2018
Andrea participated and promoted our destination on Visit Florida Brazil North and Northeast Sales Mission through the Cities of Recife, Natal, Salvador and Manaus. A presentation followed by networking was conducted in each location to travel agents and tour operators with a total of 349 professionals.

- In the City of Manaus met with American Airlines North of Brazil USA North Product manager and will welcome their key clients FAM in March

Orlando Receptive Operator's Appreciation Event, February 27, 2018
Joint event between Latin America and Leisure Travel Departments for appreciation of Receptive Operator's in Orlando. The Receptive Operator's in Orlando are responsible for packaging hotel inventory and selling that product to their customers all over the world. The 6 Key Operator's invited to the event, cumulatively bring in over 3.5 million dollars in room revenue to St. Petersburg/Clearwater. The event objective was to talk with these industry leaders about market trends and educate them on the growing hotel product in St. Pete/Clearwater that is available for their programs.

Connect Travel Marketplace Trade Show, February 18-21, 2018
Jose participated in Connect Travel Marketplace Trade Show in Orlando, as part of Latin America Department. He presented the destination to 50 International buyers from Argentina, Brazil, Chile, Colombia. Mexico, Paraguay, Spain and Uruguay.

ANATO Trade Show, February 19-24, 2018
Visit St. Pete Clearwater participated in ANATO Trade Show in Bogota Colombia in February 19-24, 2018. ANATO is organized by the Association of Colombia Travel Agencies and one of the top 3 Tourism South America Annual Trade Show. The show attendance includes 15,000 travel professionals from 35 Countries and all Colombia regions plus many Central America travel professionals.