

# **LATIN AMERICAN DEPARTMENT**

**June 2018**

**Report Submitted by: Ana Fernandez**

## **May 29-June 3, 2018 Mexico Business Travel**

Meeting with Mexican Airlines Interjet Airlines and Interjet Vacations with destination presentation to the company top executives-Commercial Director, Planning Director Pr & Marketing Director & CCO and the St. Pete Clearwater Airport representative to Mexico. The airline requested a proposal from the PIE airport based in two frequencies per week during season.

VSPC had a 10 minutes presentation during the Visit Florida Tour operator lunch in Mexico City. The event was attended by Mexico 30 top tour operators and Aereomexico Airlines. Our magazines and brochures were distributed in the attendee's bags.

Conducted a presentation at Price Travel Holdings Sales & Marketing team.

Met with 3 possible companies for VSPC representation in Mexico. 2 media companies and 4 major client-American Express Travel Agency Group, Travel Impression Mexico and their Corporate Umbrella, Hotelbeds and Olympia.

Attended Travel Inn Price Travel Workshop with with 5-20 min presentations for 50 travels agents each 350 travel agents attended our presentation.

A proposal has been sent to Interjet by PIE airport and we are following up with them. Waiting for specific information on representation companies to evaluate and proceed with recommendations. Waiting on client's campaigns, workshops and marketing plans to plan VSPC next steps and strategy in Mexico.

Mexico has elections coming up in July, will wait for outcome to proceed.

## **June 7-11, 2018 Brazil Travel Agency Visit**

Welcomed Martur Viagens e Turismo travel agency from Recife to our destination. Martur participated on Visit St. Pete Clearwater/Mercado&Eventos Trade Media Roadshow. Martur a travel agency with experience in leisure and corporate. Their headquarters are located in the city of Recife, in the Boa Viagem district. They are associated and accredited to the Ministry of Tourism, Recife Convention and Visitors Bureau (RCVB), the Brazilian Association of Congress and Events (ABEOC), the Brazilian Association of Travel Agencies (ABAV), Porto de Galinhas Convention and Visitors Bureau and the National Total Receptive Association (ANTR).

## **June 10-16, 2018 Visit Florida & Orinter Tour Operator Co-op Marketing Campaign**

The Visit Florida & Orinter Tour Operator Co-op Marketing Campaign included a Roadshow with 5 major selling cities as follows below:

Breakdown of actual attendance in each City:

- 1) Campinas (interior of Sao Paulo State)28 travel agents
- 2) Sorocaba (interior of Sao Paulo State)30 travel agents
- 3) São José do Rio Preto (interior or Sao Paulo State)24 travel agents
- 4) Santo André 25 travel agents
- 5) Londrina (South of Brazil) 26 travel agents

Total of 134 travel agents trained during the roadshow (attached you will find each City guest list)

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Highlighted opportunities made during the Visit Florida & Orinter Tour Operator Roadshow:

- 1) On each City a destination presentation of 20 minutes
- 2) Orinter Tour Operator provided to each travel agency a 3D googles with our destination video app
- 3) Orinter Tour Operator provided destination packages of the destination

## **June 25-29, 2018 Peru Business Travel**

Meeting with Media Network Peru a B2B company of Telefónica's Latin America Video Unit which provides wholesale Pay-TV and Satellite Internet services, content generation and ad sales to companies with operators in 17 countries including Brazil, Mexico, Chile, Colombia, Argentina, Paraguay, Ecuador, Bolivia, Central America and Peru. Media Network currently produces various TV programs for Movistar in Peru, during the meeting we discussed the opportunity to film two of those programs in our destination.

Met with Copa Peru sales executives to discuss how to better promote the daily flight into Tampa, one of the initiatives discussed was the Media Network proposition and Copa sponsoring the flights for the production team.

Attended the Ladevi Lounge Event where we conducted 2 destination presentations for more than 350 travel agents and participated of the tradeshow where we distributed our magazine and brochures to them.

In addition, I made two sales presentations to Tour Operators in Lima and met with Visit Florida Peru Committee President to plan a tour operator presentation for the next sales season with the cooperation of the US Embassy. Met with press travel editor for the Comercio Peru newspaper travel magazine.

## **June 29-July 1, 2018 Brazil Final Consumer Media Visit**

The Gazeta Brazilian News final consumer media background in printing media, social media and their radio station was used to promote our destination to an educated urban area in Florida. Their printing media have a circulation of 16,000 weekly copies in 500 points of distribution with a potential of 75,000 readers.

Their social media have increased to more than 40,000 users.

While visiting our destination for 2-nights on June 29<sup>th</sup> to July 1<sup>st</sup> the media client stimulated awareness with:

- Destination photos on Instagram. Replicated on Facebook and Twitter
- Instagram stories, showcasing the destination and attractions
- Radio content to follow the visit to drive Brazilian traffic to our area