

LATIN AMERICAN DEPARTMENT

September 2018

Report Submitted by: Ana Fernandez

September 4-6, 2018 – La Cita de Las Americas Trade Show

VSPC has a big presence at La Cita de Las Americas Trade Show, 2 full days of meetings, seminars and events. VSPC had an impressive booth with the participation of 10 destination partners. We conducted 80 appointments with tour operators & travel agents & media from 20 LATAM countries.

Ft. Lauderdale, FL

September 9-10, 2018 – La Cita Post Fam / Visit Florida FAM Mexico

VSPC welcomed 4 Top Tour Operator from Mexico through Visit Florida for a 1st time visit to our destination from September 9-10, 2018. Visit Florida new representative in Mexico was also part of this group.

St. Pete Clearwater

September 10-14, 2018 – Next Travel Trade Exchange

VSPC participated in NEXT Travel Trade Exchange where 40 pre-scheduled appointments were conducted with pre-qualified hosted buyers for Leisure, meetings and incentive travels primarily from Mexico and Latin America Americas.

Riviera Maya, Mexico

September 11-14, 2018 – Azul Viagens & Azul Airlines Brazil FAM

VSPC welcomed Azul Viagens Airlines group of tour operators as well as the airline product manager. These were clients from Recife City area (which is located in northeast of Brazil) and Sao Paulo. Azul Airlines operates direct flights from Recife and south of Brazil to Orlando international airport.

13 Brazil tour operators

St. Pete Clearwater

September 20, 2018 – Viajes Modernos Tradeshow

VSPC Representative in Panama, Leyra Leiva participated in Viajes Modernos Tour Operator Tradeshow. This travel agency group is part of a group of leading companies in the leisure and educational tourism sector such as Margo Tours, ELS Language Centers, Spanish EPA, RESA-Representaciones Educativas and Lufthansa Travel Agency group. VSPC participation gave us the opportunity to show videos, conduct one to one meetings and press interview to showcase our destination.

120 Agency VIP clients

Panama City, Panama

September 27, 2018-Uruguay-Visit USA Committee Annual Event

This year event consisted of a travel sales seminar on marketing Tech tools, destination 30 minutes workshops rotating seminars and a lunch presentation hosted by Visit St. Pete Clearwater

60 travel agents, tour operators airlines, and media.

Montevideo, Uruguay

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September 29 – October 2, 2018 – FIT Latin America Tradeshow

VSPC FIT Latin America 2017 show shared a booth custom design for the 1st time with our Gulf Coast partners, Naples, Ft. Myers, and Tampa in an effort to promote travel to the West Coast of Florida and our individual destinations. As part of this effort we conducted a seminar during the trade show for travel agents, distributed flyers to consumers, placed joined advertising on key consumer and trade media and conducted press interviews.

Over 100,000 thousand visitors including tourism professionals, media and consumers.

Buenos Aires, Argentina

September 30 – October 1, 2018 – NTS/Avianca Guatemala Fam

VSPC welcomed NTS/New Travel Avianca Guatemala Fam, NTS is the one of the biggest tour operator in the country and represents Avianca Airlines Vacations in Guatemala. As a result of this Fam they will be conducting several actions in Guatemala to promote travel to our destination.

13 travel agents

St. Pete Clearwater