



# IPW 2023

SAN ANTONIO, TX  
MAY 20 - 25, 2023

Rosemarie Payne  
Director Leisure Travel

Andrea Gabel  
Latin America Sr. Sales Manager













# 6000+ Attendees

- US Travel Association's Largest Tour Operator Trade Show in the US
- VSPC had 179+ Scheduled Meetings over 3-days
- Domestic & International Buyers
- Key Markets including the USA, Canada, UK, Ireland, Scandinavia, Central Europe, and LATAM
- VSPC Table @ Media Marketplace
- Client Reception

## 5 Industry Partners

**Bilmar Beach Resort**

**Holiday Inn Harbourside**

**Marriott Suites Sand Key**

**Sheraton Sand Key**

**TradeWinds Island  
Resorts**



**VSPC Attended the  
Chairman's Circle  
Honors Event**

**Meeting with Brand USA  
to review FY23  
Marketing Campaigns  
and FY24 Options**

**Working with Visit  
Florida and other DMO  
Partners on a Florida  
Themed Event for  
IPW 2024**



# 2023 IPW Show LATAM Review

The Team conducted 73 trade appointments.

Appointment break down by markets:

Brazil: 25 meetings

Argentina: 22 meetings

Mexico: 14 meetings

Colombia: 3 meetings

LATAM: 15 meetings



# IPW Meetings Update

- 37 virtual destination training sessions
- Negotiated FY24 Trade & Media Co-op Programs
- Updated clients on VSPC's upcoming show participation
- Introduced crucial clients to Chair Janet Long and Steve Hayes
- Announced the 2023 VSPC Brazil Sales Mission

## Four Media Interviews

Jose and Andrea each provided two media interviews in the IPW Show, highlighting the destination updates

The image shows a screenshot of a news article from ABC Mundo. The article is in Spanish and is titled "Visit St. Pete/Clearwater provoca gran interés de compradores de viajes en el IPW 2023". The article features a large group photo of people at a trade show booth for St. Pete/Clearwater, Florida. The photo shows a diverse group of people, some wearing lanyards, posing in front of a booth backdrop that reads "ST. PETE CLEARWATER FLORIDA". Below the photo, there is a caption in Spanish: "DESPUÉS DE SUS CITAS Y EL ÉXITO EN LA ATENCIÓN A LOS BUYERS Y PERIODISTAS, EN LOS ÚLTIMOS MINUTOS DE LA FERIA CELEBRARON Y BRINDARON ALEGREMENTE EN EL DESTACADO BOOTH." To the right of the main photo, there are two smaller promotional images. The top one shows a family walking on a beach with the text "VAMOS A VIVIR FUERA DE LOS MARGENES" and "ST. PETE CLEARWATER FLORIDA". The bottom one shows a modern building at night with the text "Buenos Aires siempre te espera."

Miércoles, 28 de Junio

SPANISH ENGLISH

ABC MUNDIAL

EEUU ESPAÑA MÉXICO EUROPA INDIA ARGENTINA

EEUU | TURISMO

### Visit St. Pete/Clearwater provoca gran interés de compradores de viajes en el IPW 2023

DESPUÉS DE SUS CITAS Y EL ÉXITO EN LA ATENCIÓN A LOS BUYERS Y PERIODISTAS, EN LOS ÚLTIMOS MINUTOS DE LA FERIA CELEBRARON Y BRINDARON ALEGREMENTE EN EL DESTACADO BOOTH.

Visit St. Pete/Clearwater provoca gran interés de compradores de viajes en el IPW 2023

VAMOS A VIVIR FUERA DE LOS MARGENES

ST. PETE CLEARWATER FLORIDA

PRÁNDICA TU ENCARGO

Buenos Aires siempre te espera.

# PANROTAS Brazil Trade Media & Brazil/Mexico client's presence in VSPC event



# Highlighting our Hotel Partners

Two Partner Interview by Latin America Media ABC Mundial & Travel Report





ST.PETE  
CLEARWATER

THANK YOU  
GRACIAS  
OBRIGADA

