



### **TDC Meeting LATAM Update**

#### **The IPW trade show update**

We met with key clients from Mexico, Brazil, Colombia, Argentina, and Latin American countries at the IPW trade show. We had a total of **48** Latin American one-on-one appointments.

The highlights of my appointments were negotiation of destination packages, incentive campaigns to promote VSPC Advisory Program specialist training in Mexico and Brazil (Brand USA training), and scheduling destination presentations.

I assisted with updated content, seeking and evaluating participation in Co-op marketing programs, and the opportunity to visit our area when attending the Florida Huddle trade show and IPW in 2022.

We connected with trade media and digital influencers in IPW, and as a result, received a total of 7 **bonus** digital articles from multiple media channels.

#### **Re-opening of International Borders update:**

Since the very exciting news of re-opening of air international borders, I have been very busy in communication with our key trade players from LATAM key markets. Trade clients are extremely excited to re-start promoting our region, Florida and the U.S.

In Latin America, my initial focus is on luxury travel for those that was not affected by the pandemic and high exchange rates. Without waiting, I am in communication with Visit Florida. We have booked new destination presentations focusing on **Virtuoso** travel advisors and tour operators specializing in luxury travel in the Brazilian market starting presentations in November.

Another collaboration with Visit Florida is to welcome two Brazilian content creators to our region in December (unable to book a flight earlier) to promote our destination. Influencers together reach over 2M followers.

We will focus on countries' regions that have increased their air network, considering air costs, the current value of exchange rate, and seek and evaluate Co-op programs opportunities. Jose Ramirez, our Latin American sales manager, will visit tour operators in Mexico this November and will join Visit Florida in their Sales Mission in March 2022.

*Source by*

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### **A breakdown research of key LATAM markets:**

#### **Brazil:**

1. Before COVID-19, Florida enjoyed more lift from Brazil than any other destination in the world. Frequency and level will not return immediately, but restoration began in June with additional frequencies, and full lift recovery most likely will not return until 2022.
2. After the open border announcement, the main concern is regarding Visas. The search for Visas is highly increasing and has already reached a waiting list of over 2.5 million requests, and the consulate is scheduling only for August 2022 and beyond.
3. The search for air tickets to the United States after the open border announcement increased by 325%.

#### **Mexico**

1. Once travel restrictions are fully removed, airlift is expected to return to full capacity. It is estimated this will happen during 2021.
2. Price Travel, a tour operator, was recognized for promoting travel to the United States. This data became relevant due to the increase in hotel reservations.
3. Mexicans have been traveling since last Summer. We saw a particular interest in Florida. The population not affected economically by the pandemic is searching for places that offer outdoor experiences.

#### **Colombia:**

1. Air borders/airports opened on September 1, 2020, and remain open.
2. The week of school vacation recess has been described as productive by travel agencies and major tour operators in the country, with significant sales. A few days of tax-free shopping, travel and airline tickets will be available at a 19% discount, encouraging sales for December and January.

#### **Argentina:**

1. U.S. borders are open for Argentines, and now Argentine borders are available for U.S. travelers.
2. A review of the international air network will be available for the second half of October 2021.

*Source of breakdown of key LATAM markets: Visit Florida Situational Analysis By-Country 10/15/2021*