

# Brazil Market

Andrea Gabel, Sr. Sales Manager



**ST.PETE  
CLEARWATER  
FLORIDA**

# Brazil Market Break Down

- Trade
- MICE
- Trade/Consumer Media

- Brazil population: 208,846,892 (July 2018 est.)
- Sao Paulo population: 21.65 million
- Population age range: 25-54 years = 43.86%



# Brazilian Current Visitor Data

- Brazil is #6 of top 15 markets of origin in St. Pete/Clearwater
- Brazil visitor growth in arrival to our destination increased 26% in 5 years, 2013-2018

Source: Tourism Economics

- Brazil is #3 top origin countries to Florida in 2018 with 1,115,000 visitors

Source: VISIT FLORIDA Research



**ST.PETE  
CLEARWATER**





# Azul Airlines Meeting & Brazil Sales Mission Update

In partnership with Christopher D. Minner and Devon Barnett, from Tampa International Airport, Business Analyst

- In August 2019, we met with Azul Airlines Executives to discuss the Brazil-Tampa Bay Market and opportunity to bring to the area the first Brazilian direct flight
- Participated at the Global Tampa Bay Trade Mission and met with over 150 Brazilian corporate clients
- Have developed productive working relationships with Azul Viagens, the tour operator for Azul Airlines



**ST.PETE  
CLEARWATER**



# Tour Operator & OTA Campaigns

In FY19, we have partnered with Visit Florida in **seasonal Co-op Marketing Campaigns**

- Trained Brazilian Tour Operators promoters participating at Hiper Feirao Flytour, Shopping the Viagens Agaxtur and Orinter Tour & Travel, reaching 820,000 visitors
- Tour Operators Workshops and Training  
Annual reach over 3,000 travel agents
- Expedia Campaign, May-Sep19
  - Total future room night stays are up 32% from last year
  - Campaign revenue up to \$154,898



**ST.PETE  
CLEARWATER**



# Tour Operator Destination Packages

USA VisitUSA.com.br

VisitStPeteClearwater.com/br #LiveAmplified

ST.PETE CLEARWATER FLORIDA

## CURTA! PRAIA #1 DOS E.U.A.



Mais uma vez, a praia número 1 dos E.U.A. em 2019 pelo TripAdvisor é Clearwater Beach. Encontre a serenidade no verde-esmeralda das águas do golfo e explore o branco brilhante das areias de nossas praias. Assista a um pôr do sol ardente no Pier 60 e escolha a melhor ou todas atrações aquáticas. Mais informações sobre o destino visite [visitstpeteclearwater.com/br](http://visitstpeteclearwater.com/br)

MUSEU DE SALVADOR DALÍ



"WINTER" NO CLEARWATER MARINE AQUARIUM



PARA MAIS INFORMAÇÕES



Central de vendas: 4003 1181  
[azulviagens.com.br](http://azulviagens.com.br)

**Azul**  
viagens

USA VisitUSA.com.br

VisitStPeteClearwater.com/br #LiveAmplified

ST.PETE CLEARWATER FLORIDA

## CURTA! PRAIA #1 DOS E.U.A.



Mais uma vez, a praia número 1 dos E.U.A. em 2019 pelo TripAdvisor é Clearwater Beach. Encontre a serenidade no verde-esmeralda das águas do golfo e explore o branco brilhante das areias de nossas praias. Assista a um pôr do sol ardente no Pier 60 e escolha a melhor ou todas atrações aquáticas. Mais informações sobre o destino visite [visitstpeteclearwater.com/br](http://visitstpeteclearwater.com/br)

MUSEU DE SALVADOR DALÍ



"WINTER" NO CLEARWATER MARINE AQUARIUM



PARA MAIS INFORMAÇÕES



**AGAXTUR**  
VIAGENS  
[agaxtur.com.br](http://agaxtur.com.br)

# Participation in Brazilian Trade Shows FY 18-19

## Constant presence in Brazil's major trade shows

- Festival de Turismo de JPA, participation 3,500 industry professionals
- Festuris Trade Show, participation over 10,000
- World Travel Market – Latin America, participation over 7,700 professionals and 500 press



**ST.PETE  
CLEARWATER**



# FAM's & Media Visits

Promoting our destination to familiarization groups of tourism professionals

- Trend Tour Operator & Avianca Airlines FAM
- Flytour MMT Gapnet Tour Operator Mega FAM
- Florida Huddle Brazil Tour Operator FAM
- Brand USA & Copa Airlines Brazil Mega FAM
- Brazil Corporate Sales Mission
- Azul Viagens Tour Operator & Azul Airlines FAM
- Digital Content Influencers, "Dicas de Viagens"
- Digital Communication Plataform, "Catraca Livre"
- Consumer Media Visit, "Discover Florida"
- Digital Influencer, "Travelterapia"
- Digital Influencer, "Patricia Maldonado, Familia Muda Tudo"



**ST.PETE  
CLEARWATER**





# Coming in FY19-20

- In October 2019 Orinter Tour & Travel Tour Operator, USA Day Workshop
- In October 2019 Orinter Tour Operator & Copa Airlines FAM
- In November 2019 Festuris Trade Show
- In December 2019 Visit Florida Brazil Roadshow



**ST.PETE  
CLEARWATER**

Thank you!

Andrea Gabel



**ST.PETE  
CLEARWATER  
FLORIDA**