

LATIN AMERICA DEPARTMENT

February 2024 TDC Report

SALES INITIATIVES

Florida Huddle Trade Show, February 4-6, 2024

Below are the key highlights and benefits analyzed from attending the Florida Huddle Show at the Miami Convention Center from February 4-6, 2024:

- Opportunity to network with industry professionals, potential clients, and critical destination partners for future collaborations.
- Three new tour operator relationships were established during the show, and the team continues to follow up on sales and marketing initiatives.
- LATAM concluded 34 one-on-one appointments with tour operators, international product managers, and trade media representatives from Argentina, Brazil, and Mexico. Our participation in the show enhanced our brand visibility and increased recognition within the tourism sector.

During the show appointments, LATAM:

- Initiated media negotiations for FY24-25, including distribution of brochures, upcoming advertisements, and editorial pages to maintain our brand presence and promote the destination.
- Updated the media with upcoming sales initiatives in the Brazilian market to generate excitement among trade clients with in-person training opportunities.
- Shared destination updates for operators' newsletters.
- Negotiated FAM visits for the second semester of 2024, participation in trade workshops, sales calls, and direct access with operators' executives in different cities.
- Negotiated Operator Co-op Marketing Programs, including a booking platform with a shorter booking period.
- Negotiated with operators for the development of new destination packages to be included in our contracted trade media.

Attending the 2024 Florida Huddle Show provided our organization with opportunities to gain a competitive advantage, expand our network, and showcase our offerings to a targeted audience.



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Garden Turismo Advisor Visit, February 6-8, 2024

The Latin America Department welcomed Karla Vecchiati, a Brazilian travel advisor from Garden Turismo Agency in Rio de Janeiro, to explore and visit our destination along with its new hotels and attractions.

Karla initially visited the destination in 2017 as part of the American Airlines Brazilian FAM trip, and since then, she has maintained contact with the team, informing us whenever she brings a VIP client.

We learned during the 2023 WTM-LA Show that she would be visiting Miami and Orlando for work. We saw this as an opportunity to showcase what the destination has added since her initial visit. In Karla's 2024 custom itinerary, we included visits to St. Pete Pier and Fort de Soto, along with restaurant suggestions in Clearwater Beach and St. Pete Beach.

IPT Mexico Media Visit, February 8-10, 2024

VSPC, in collaboration with Visit Florida, welcomed Jose A Lopez, a journalist from IPT Mexico and a highly esteemed opinion leader in the Mexican travel industry. Mr. Lopez explored our destination for the first time following his attendance at the Florida Huddle Show.

Mr. Lopez is not only a radio producer but also the host of his own travel show, titled Itinerario Turistico. Additionally, he contributes a column to Publimetro, one of the largest newspapers in Mexico.

During his visit, Mr. Lopez conducted interviews with several of our esteemed partners, including:

- **Mayor of Dunedin, Julie Ward Bujalski**, President/CEO The Greater Dunedin Chamber of Commerce: <https://www.tvoai.com/shows/itinerario-turistico/season/1/episode/3-19>
- **The Vinoy Resort & Golf Club, Autograph Collection, Vanessa Williams**, General Manager: <https://www.tvoai.com/shows/itinerario-turistico/season/1/episode/2-29>
- **Dali Museum, Beth Bell**, Marketing Director: <https://www.tvoai.com/shows/itinerario-turistico/season/1/episode/3-19>





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- **Clearwater Marine Aquarium, Marsha Strickhouser**, Director of Media Relations
- **Chihuly Collection, Howayda Affan**, Executive Director
- **Visit St Pete Clearwater, Jose Ramirez**, Latin America Sales Manager:
<https://www.tvoai.com/shows/itinerario-turistico/season/1/episode/4-20>

ANATO Trade Show, February 27 to March 1, 2024

We are repeat participants at the ANATO Show under the Visit Florida stand. For the department's third participation, we secured a show booth to showcase the destination and a dedicated space for one-on-one meetings with buyers and media. The Clearwater Beach image was a focus point of the Visit Florida stand, and Visit Florida President/CEO Dana Young used it for many of her media pictures.

Visit Florida designed the stand with multiple areas for larger size meetings and welcomed the Florida partners to attend all their confirmed trade appointments. VSPC participated in the following Visit Florida appointments: Grupo Golden Vacations Ecuador, Viajes Éxito, Viajes El Corte Inglés, BCD/Travel Depot, and Best Travel.

To add value to the VSPC business trip to the ANATO Show, VSPC signed up to attend the Visit Florida Signature Event on February 28th. This trade event was designed for Florida suppliers to network with 99 Colombian and Latin American buyers. Dana Young led the Signature Event and presented each Florida partner in attendance.

Additionally, VSPC signed up to attend the Visit Florida Media Event to present St. Pete Clearwater and interact with 39 Colombian media and digital influencers. The event was designed for networking, destination presentation, and a custom dinner experience.

Below are the opportunities that participating in this show offered our organization:

- 18 one-on-one appointments with tour operators/U.S. Product Managers.
- The opportunity to showcase the destination and its attractions to travel advisors who visited our booth during the three-day trade show.
- Virtual presentation negotiations with operator sales calls and future in-person presentations in the meetings attended. The first training is scheduled for Saturday, April 20th, with AVIATUR Operator.
- Negotiations for partnerships in an incentive campaign to promote our training through the Discovery Program and the Visit Florida portal.



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ADVERTISING INITIATIVES

Mercado & Eventos Media Bonus Ad - February 2024

The Mercado & Eventos Brazilian Travel trade newspaper awarded Visit St. Pete Clearwater a bonus full Ad page with an editorial page in the February newspaper print edition.



Visit Florida's Destination of the Month Bonus Newsletter – February 2024

St. Pete Clearwater was featured as the Destination of the Month in Visit Florida's newsletter, distributed to over 3,000 Colombian travel advisors in February 2024.

The St. Pete Clearwater newsletter showcased a 3-day itinerary, featuring attractions such as The Dalí Museum, St. Pete Pier, Sunken Gardens, and more!

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MARKET INTELLIGENCE | TRENDS

Colombia Airlift Through Miami Update – Emirates Airline

The Colombian operators were excited about the new Colombia airlift update from Emirates Airline.

Emirates Airline expanded its reach in South America and announced the launch of daily flights from Dubai to Bogota/Colombia through Miami starting June 3. Passengers will fly on the spacious Boeing (777-300er), featuring three classes of service. The new airlift will provide additional seats to Florida.