

LATIN AMERICAN DEPARTMENT

September 2023 TDC Report

SALES INITIATIVES

FIT Trade Show, September 30th – October 3rd, 2023

Jose Ramirez attended the FIT Trade Show in the Visit Florida stand. It was VSPC's first participation since the pandemic. FIT is the only trade show that caters to the Argentina B2B and the B2C markets. In the 2022 attendance, the show reached over 37K hospitality trade professionals and 87K consumers.

The show happened in Buenos Aires over four days, where Jose connected with existing clients and met with new operators to develop the destination within their sales platform.

Jose Ramirez provided several interviews by crucial media channels, and below are images:
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ABC Mundial



Report News



Ladevi



Jose conducted meetings with some of the top tour operators for future efforts to promote the destination:

Claudio fernandez – Leisure Express, Inspirations Travel Chile - Yarka Bodis, Alberto Munoz – Royal Caribbean, Florencia Lalli de Juan Toselli, Delfos Patricia Almiron, Paula Brandan – Siga Turismo, Al Mundo - Romina Mancuello, TTS – Danisa, Turismo City / Ariel Kogan, Gabriel Alfredo Anduenza, Logan – Isabel Singer, Carlos Alberto Diez.

Below are some of the articles on the destination in various media outlets:



Link to the article [Here](#)

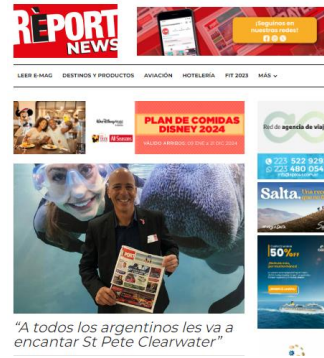


Link to the article [Here](#)

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Link to the article [Here](#)



Link to the article [Here](#)

DESTINATION PRESENTATIONS

LaPlace Tour Operator Argentina Presentation, September 21, 2023

Jose Ramirez conducted a destination presentation to LaPlace Tour Operator from Argentina to 56 travel professionals.

LaPlace introduced St. Pete Clearwater destination packages. This initiative resulted from their visit to our destination in August 2023, with seven owners and decision makers LaPlace producer to Florida. See below images of the region for the presentation and package information.



MARKETING INITIATIVES

Expedia FY23 BUSA Mexico, Colombia, and Brazil Co-op Results, November 2022 to September 2023

The Latin America department negotiated a year B2C program focusing on Mexico, Colombia, and Brazil with the Expedia Sr. Business Development Manager. The program is part of the Brand USA Affinity Program and ran from November 2022 to September 2023.



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The LATAM team continued to monitor the program's monthly results, and the campaign was a success, with proof that the Latin American markets continued to improve their visitation in 2023. Below are the program highpoints:

- Program average ADR \$199.00
- Room nights 592
- Airfare Tickets 83
- Gross BKG \$149,000.00
- Program Impressions 1.8M

The Department ended the fiscal year evaluating and negotiating with the Expedia Group an FY24 Affinity Program to include the four crucial markets: Brazil, Argentina, Mexico, and Colombia. The program will run with a unique time frame as follows:

Argentina to run on [Hotels.com](https://www.hotels.com) 1/1-9/30/2024

Brazil to run on [Hotels.com](https://www.hotels.com) 3/1-8/31/2024

Colombia to run on [Hotels.com](https://www.hotels.com) 5/1-9/30/2024

Mexico to run on both Expedia and [Hotels.com](https://www.hotels.com) (in two flights, 2/1-4/30/24 and 6/1-7/31/24)

Visit Florida PeTra Mexico Operator Co-op Results, May-August 2023

Visit Florida trade team negotiated the FY23 Pe-tra (Tour Operator) Co-op Marketing Program, and on December 6, 2022, Visit St. Pete Clearwater signed the participation I.O.

Pe-tra is an established operator in Mexico and offers numerous packages, including St. Pete Clearwater.

The campaign ran from May to August 2023 and provided extraordinary client production for the size of the campaign, reaching 95 room nights with 81 Pax and an increase of 102.13% over 2022 data. Below are the campaign results and its highlights:

- 95 Hotel Room Nights with an estimated \$13,205 client production with 81 Pax
- Numerous Pe-tra packages, including St. Pete Clearwater.
- Pe-tra email marketing with 20,850 reaches.
- The program worked with multiple media platforms, including Travel Report, Ladevi (print and digital), and Invertour.
- Pe-tra packages mailing reached 13,788.
- VSPC recorded webinar got 13,031 shares, 392 total views, and 4,476 webinar social media engagements.

Visit Florida AVIATUR Colombia Operator Co-op Results, May-August 2023

Visit Florida trade team contracted the AVIATUR Colombia Tour Operator Co-op Marketing Program. VSPC confirmed participation in March 2023 and was responsible for the digital elements.



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The program ran late from May to August 2023. I am attaching the V.F. AVIATUR Colombia Co-op marketing program final impressions and production report with impressive brand exposure.

- Paid Media combined with multiple channels reached 3,405,471
- Trade Media reach 699,517
- Trade Media impressions of 1,747,849

Visit Florida Viajes El Corte Ingles Mexico Co-op Results, January-April 2023

VSPC confirmed participation in the Visit Florida Viajes El Corte Ingles (VECI) Co-op marketing program. VECI is a luxury travel agency, and the program ran in Mexico from January to April 2023 and included one virtual training presentation. Below are all the impressions received from our participation:

- 249,563 Facebook impressions
- 1,201,818 Instagram impressions
- 8,140,000 VSPC video look in VECI branches
- 2,500,000 Google Ads impressions
- 8,100,00 Modules impressions

The marketing program included exclusive and shared mailing and reached 480,000 distributions, and the bus exhibition got 6,800,000 impressions.

Visit Florida Despegar Argentina/Ecuador OTA Co-op Results, May-July 2023

On April 20, 2023, VSPC confirmed participation in the Visit Florida Despegar OTA Co-op marketing program focusing on Argentina and Ecuador. Ecuador is not one of our crucial markets. Still, since we monitored and noticed the return from Argentina this year, we decided to participate and expose our brand in the Visit Florida small program.

The program ran from May to July 2023, and we noticed Despegar tracked the client production from Colombia. Below are the Co-op marketing program final marketing report brand exposure reaching:

- 270,000 combined marketing impressions
- A total of 68 room nights
- \$12,784 conservative gross booking estimate utilizing Decolar 2022 \$188.00 ADR