

# LATIN AMERICAN DEPARTMENT

November 2018

Report Submitted by: Ana Fernandez

## **November 2, 2018 – VEMSA Amigos 2019 Costa Rica**

Costa Rica VSPC rep participated in VEMSA Amigos 2018 tradeshow. The event was attended by over 230 travel agents and our booth presence had all the destination Spanish material available.

## **November 3-5, 2018 – Majestic / Trayecto Uno Argentina Fam**

VSPC welcomed Trayecto Uno for the first time through Majestic tour operator to explore our destination. The group consisted of 1 tour operator, 8 travel agents, and 1 Aerolineas Argentina sales representatives. Trayecto Uno is one of largest operators in Argentina and one of the top 5 in the USA. They have been in operation for 15 years with offices in several provinces of Argentina. They are one of the largest issuers of airline tickets in the country.

Majestic has destination packages from our destination and extensions from Orlando and Miami.

## **November 4-9, 2018 – Mexico Client Events and Sales Calls**

VSPC conducted a very successful Travel Industry Client Presentation in Mexico City for 80 travel industry and press members as part of our efforts to promote the destination in Mexico.

Pre-scheduled presentation and training at several of the main tour operators and wholesalers in Mexico was conducted that week. As well several initiatives were started with major tour operators that will promote our destination heavily starting in January 2019.

## **November 5-7, 2018 – Trend Tour Operator & Avianca Airlines Brazil FAM**

VSPC welcomed the Trend & Avianca Brazil FAM to our destination after the continuous destination packages Trend have created towards our destination. The tour operator is one of the biggest supportive of our destination. The FAM group consisted of (1) Trend North America product manager, (1) Avianca Airlines sales representative and (8) key travel agencies from diverse parts of Brazil.

- Trend Operadora with 26 years of activities is now part of CVC Corp group, the largest tour operator and travel agency in Brazil.

## **November 7-9, 2018 – All Season Argentina FAM**

VSPC welcomed All Seasons Argentina to explore our destination. The group consisted of 23 travel agents, and 6 All Seasons sales representatives. All Seasons is one of the largest tour operators and retail travel agencies in Latin America. Head offices are located in Argentina and Brazil. All Seasons also develops packages to our destination and marketing through newspaper, trade magazines, direct mail, and various online channels including social media and online banners.

## **November 7-9, 2018 – Festuris Trade Show, Brazil**

Festuris Trade Show celebrated their 30<sup>th</sup> edition and VSPC participated with Visit Florida stand. Festuris is an innovative tourism trade show that provided an exclusive space for business that cater to LGBT, luxury and MICE segments. The show draws more than 10,000 travel professionals annually. In 2017, Gramado generated more than \$75 million in business.

# LATIN AMERICAN DEPARTMENT

**November 2018**

**Report Submitted by: Ana Fernandez**

## **November 12-15, 2018 – All Season Argentina FAM**

VSPC welcomed Cocha Chile FAM to explore our destination. The group consisted of 6 travel agents, and 1 airline sales representatives. Cocha has over 60 years of experience at the forefront of the tourism industry and is the largest travel agency in Chile, noted for its great variety of tourism related services.

## **November 20-22, 2019 Brazil Influencers visit**

VSPC welcomed to our destination the Brazil Influencers “Catraca Livre”. They are Brazil’s most powerful digital communication platform. They reached out to us with the opportunity of a unique *Romance & Honeymoon* coverage. Influencers committed to provide content for the following media channels in January 2019: Catraca Livre Blog, Viagem Livre Blog, Jornal Canadense North News and O Melhor da Viagem Blog.

## **November 25-29, 2019 Flytour MMT Gapnet Tour Operator Mega FAM, Brazil**

Flytour & MMT Gapnet, second largest Tour Operator in Brazil, hosted their Mega FAM event, promoted as an award for its key clients. The event was attended by their key 100 travel agents, owners and directors, Flytour/MMT Gapnet staff and company executives between suppliers and partners. The event is an opportunity to promote and spread the destination updates. Our participation as a sponsor included our brand in institutional materials and a travel agent workshop.