

LATIN AMERICAN DEPARTMENT

April 2019

Report Submitted by: Ana Fernandez

World Travel Market – Latin America Trade Show, Brazil, April 2-4, 2019

WTM Latin America attracted over 7,700 trade professionals and 500 press visitors. It is the largest trade show offering the opportunity to meet on appointments with key tour operators, wholesalers, airlines representatives, trade and final consumer media, trade shows owners and travel agents from Brazil and Latin America countries.

The trade show was a complete success with a full agenda of appointments with Brazil trade. Some highlights included the opportunity for a day FAM with Azul Viagens Tour Operator key clients in May 2019, Azul Viagens Tour Operator creating a LGBT friendly hotels package and BestBuy creating for the first time our destination packages in Brazil

Brazil Inbound Corporate Sales Mission, May 10, 2019

I partnered with Corina Lessa Silva, Brazilian key Real Estate Broker & Realtor in an effort between Pinellas County, Hillsborough County and Pasco County to promote our destination to key Brazilian corporate accounts. We welcomed a Brazil Inbound Corporate Sales Mission to get to know our area. The sales mission group was a total of (12) corporate Brazilian clients from different cities of Brazil; to include Sao Paulo, Brasilia, Rio de Janeiro, Manaus and Belo Horizonte. It was their first time in the destination.

Ladevi Workshop, April 11, 2019

Our Chile Representative participated in Ladevi Workshop on April 11, 2019 at Hotel Intercontinental Santiago, with a stand where maps, land programs combined with attractions and beach with hotels in St. Pete Beach / Clerawater were delivered. We also provide guides and general information about the destination. There were more than 365 travel agents and 54 sellers.

Momentum Costa Rica Promotion – April 11-16, 2019

On April 11, 2019, VPSC welcomed Juan Ricardo Soro from Costa Rica as part of a destination visit prize that was created by VSPC in partnership with Momentum and United Airlines. Momentum is a prominent, upper-scale mall group in Costa Rica. The promotion was held from October-November 2018 and included a landing page for contestants to enter, online banners, and social media ads.

IGLTA Convention 2019, April 23–27, 2019

VSPC was one of the Conference Sponsor at IGLTA Convention 2019 in New York, on April 23-27, 2019. We had the opportunity to promote our destination to LGBT travel professionals and media. Additionally, we participated in the Buyers/Supplier Marketplace to meet with Pre-qualified buyers at an appointment-driven marketplace. Nearly 700 delegates representing 49 countries and territories.

Brazil BWT Tour Operator USA Workshop & American Airlines Trade Event, April 23-28, 2019

During La Cita de Las Americas Trade Show in 2018, I met the north America product manager for BWT Tour Operator. BWT Tour Operator is a Brazilian tour operator with 7 years in the market. Their base is located in South of Brazil and they had an 81% growth in 2018. Currently the company is the 14th biggest employer in the state of Parana with 6.000 employees.

BWT Tour Operator in a partnership with Brand USA Brazil presented a special event with an exclusive U.S.A. day in their annual sales convention. For the U.S.A. day we promoted our destination to (380) travel agents with a complete marketing plan.

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While in Brazil, I partnered with American Airlines Recife and promoted our destination to their (19) key corporate clients from Recife.