

LATIN AMERICAN DEPARTMENT

August 2021 TDC Report

SALES INITIATIVES

ABC Mundial Argentina Media, August 12-15, 2021

VSPC welcomed Argentinian Media *ABC Mundial* to the destination August 12 – 15, 2021. *ABC Mundial* contains a selection of the most important international news in the world in Spanish distributed through their website and significant social media channels (e.g., YouTube, Facebook, Twitter, and Instagram).

Tourism, Technology, Society, and International Politics are among the top topics, in that order. *ABC Mundial's* digital newspaper generates 450,000 monthly visitors. *ABC Mundial's* principal markets include Mexico (32%) and Argentina (22%), with a presence throughout Latin America. This visit focused on the outdoor and family facets of St. Pete/Clearwater to further elaborate on the diversity of our destination. In addition, *ABC Mundial* covered new attractions, restaurants, and activities to update the Argentina market. Coverage received consisted of several articles on the ABC Mundial website and video content distributed on YouTube and social media channels.

Copa Airlines Panama and Colombia Press FAM, August 2021

As Copa Airlines resumes their nonstop service from Panama to Tampa on June 4th, the LATAM department committed to collaborating with Copa Airlines, Tampa International Airport, and Visit Tampa Bay in welcoming a few influencers from Panama (from August 11-13) and Colombia (from August 17-20) to promote our destination.

For this visit, we welcomed Colombia Canal TRO TV host and influencers to experience a theme of outdoor and indoor activities and a new destination 30-minutes away from Tampa International Airport. Influencers visited our destination for a 3-night stay, and they produced numerous reviews on attractions, restaurants, and accommodation. The themes covered were beaches, gastronomy, arts, travel, fashion, and outdoor attractions. Influencer's profile focused on travel and lifestyle, with readers profile class A and B. Influencers combined social media reaches 108.6k followers.

La Dolce Vita Colombia Media Collaboration, August 28- September 1, 2021

VSPC welcomed *La Dolce Vita Colombian Media* to the destination August 28 – September 1, 2021. *La Dolce Vita* is a program broadcast on *Caracol TV*, an international channel supported by social media web content, in Spain, Mexico, Canada, the United States, the Caribbean, Central, and South America. Alexandra Rossi presents this program, and each segment demonstrates different communities and destinations around the world. Their audience is 30 million viewers worldwide. VSPC secured filming the destination with *La Dolce Vita* with the following terms:

- A 30-minute full television episode highlights the beaches, attractions, arts, and culture of Pinellas County, including, but not limited to, the areas of Downtown St. Pete, Clearwater Beach, and St. Pete Beach.
- The episode was broadcasted four times in one month by *Caracol TV* internationally and during prime network times when available.
- The episode was shared and posted through *Caracol TV/La Dolce Vita* social media platforms: YouTube, Facebook, and Instagram.

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Vamos a Miami Influencer Visit, August 30- September 3, 2021

VSPC welcomed *Vamos a Miami* to the destination August 30 – September 3, 2021. *Vamos a Miami* is a travel media platform for the final consumer that specializes in Miami and Orlando and surrounding destinations. The purpose of their platform is to educate high-end travelers on what to do, where to go, shopping options, and more. They achieve this through their website and social media channels.

Vamos a Miami is based in Buenos Aires, Argentina, but their influence reaches other key Latin American countries, such as Colombia and Mexico. *Vamos, a Miami's* website, receives over 3.2k users per day and over 11.4k page views per day.

Additionally, their e-newsletter reaches a database of 49k subscribers. *Vamos a Miami* also has a substantial social media following Instagram (20.8K), Facebook (85.4k), and Twitter (3.7k). As a result of their visit to the destination, they will be providing social media posts, including Instagram posts, stories, and story highlights. They will also be publishing destination articles to their website and sharing them through their newsletter.

MARKETING INITIATIVES

VSPC participated in Visit Florida Co-op program in partnership with Viajes El Corte Ingles Mexico Tour Operator to consumers AB+ Income and frequent travelers. Viajes el Corte Inglés Mexico was founded in 2000 and belongs to the Madrid-based El Corte Inglés group. In Mexico, they're the market leader with almost 60 points of sale distributed in 25 cities. Their vacation segment is widely covered by their own offices in Mexico City, Guadalajara, Puebla and Querétaro, and Liverpool Mall with more than 50 Viajes el Corte Inglés branches. The Co-op campaign ran from April-June 2021 and included online and offline channels. The campaign included:

- Landing page
- Banner on the web
- Social media
- Video on agencies TV
- Insert in Liverpool account status and mailing
- Radio spots
- Training breakfast for luxury sales force
- As a result of this campaign, we received over 2,597,028 impressions between Google search and ads, garnering more than 176K unique clicks. The landing page had more than 69K visitors, and the social media combined more than 518K.
- Also, our destination video and totem were in 75 Liverpool megastores around Mexico City, in addition to 10-second radio spots in the morning primetime.

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VIRTUAL MEETINGS/TRAINING

Visit Florida Brazil Virtual Florida Fest, August 17-19, 2021

VSPC joined the sales force with Visit Florida and participated in Brazil Virtual Florida Fest on August 17-19, 2021. The three-day virtual event allowed us to reconnect with critical media, tour operators, and travel advisors in the Brazilian market. With Brazil as Florida's No. 2 international market, Brazil Virtual Florida Fest was an interactive and engaging way to maintain relationships with Brazilian media and trade who will support sell and promote travel to Florida.

The virtual show consisted of training sessions, 360 virtual FAM encounters, experiential activities, and 1:1 appointment.

VSPC created a 20-minute Portuguese pre-recorded training presentation with the focus to share destination highlights and updates with attending virtual show media and trade, followed by Q&A session.