

# LATIN AMERICAN DEPARTMENT

## December 2021 TDC Report

### SALES INITIATIVES

#### Casal Fora da Caixa Brazilian Digital Creator Visit, December 1-3, 2021

In collaboration with the Tampa CityPASS, the Latin American department reached out and welcomed Brazilian journalists and digital creators from Casal Fora da Caixa, Giuliana, and Elton to our destination on December 1-3, 2021. VSPC team serviced digital influencers from Casal Fora da Caixa with a custom itinerary including new destination attractions and suggestions for exploring when visiting the destination.

Giuliana and Elton are digital creators who run a Travel Channel and social media accounts totaling directly above 300,000+ followers.

Facebook (175k followers): <https://www.facebook.com/CasalForaDaCaixa/>

Instagram (115k followers): <https://www.instagram.com/casalforadacaixa/>

Youtube: (18k subscribers): <https://www.youtube.com/casalforadacaixa>

We showcased a mix of indoor and outdoor attractions with digital creators. They charmingly will continue to promote our destination in numerous Instagram stories and social posts during their visit to the Tampa Bay area.

#### Família Muda Tudo Brazilian Influencer Visit, December 21-22, 2021

I partnered with the Community & Brand Engagement department to welcome Patrícia Maldonado, a Brazilian digital influencer, to visit St. Pete Enchant Christmas and promote our destination in her Brazilian leisure blog and social media channels.

Patrícia posted in numerous stories on Instagram and explored St. Pete Pier and Clearwater Beach the following day before departing the destination.

The blog is a highly professional platform to target family travel for high-class and high-class viewers. Throughout her career, she has worked with some significant networks in Brazil. She continues her path as one of the most requested masters of ceremonies and a foreign international correspondence journalist for CNN Brazil. As a digital influencer, her expertise is in promoting destinations for a family audience with combined social media of 979k+ followers with a provider of 90% Brazilian.

### MARKETING INITIATIVES

#### Brand USA Brazil Multi-Channel Co-op Marketing Program, April-June 2022

In December, the team completed digital program elements for the Brand USA Multi-Channel Brazil campaign from April 25, 2022, to June 3, 2022.

The campaign will create a Digital Magazine to deliver full content that will use the United Stories campaign to show our destination, most relevant proximity to the market. Carousel ads will be distributed programmatically across 2,000+ private marketplaces with placements on leading in-market publishers' sites targeting travel intenders and top prospects.

### VIRTUAL TRADE SHOW/DESTINATION PRESENTATIONS

#### Brand USA Mexico Destination Presentation, December 3, 2021

VSPC united with Brand USA Mexico for the 2021 final webinar named "Brand USA & Partners Christmas Forum." Brand USA Mexico presentation reached over 118 trade professionals during a virtual webinar that other DMO's like Visit Orlando, New York City and Company, Park City, and Visit Houston were present.

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### AMCHAM Destination Presentation – Visit USA Ecuador, December 10, 2021

Jose Ramirez, Sales Manager Mexico, was invited to participate in the AMCHAM Visit USA Ecuador destination presentation on December 10, 2021. Jose's presentation to over 28 trade clients promoted the destination attractions and provided updates to Tour Operator, Wholesalers, travel advisors, and Local Committee members.

AmCham Ecuador is the Ecuadorian American Chamber of Commerce, and its primary objective is to promote trade and investment between Ecuador and the United States.

### Viajes El Corte Ingles Destination Presentation, (Liverpool Branches), December 20, 2021

On December 20, 2021, Jose Ramirez conducted a destination presentation to 95 "Vacational Agents" from Viajes El Corte Ingles – Liverpool. Viajes El Corte Ingles Mexico Tour Operator to consumers AB+ Income and frequent travelers. The Mexico tour operator was founded in 2000 and is part of 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 offices in Mexico City, Guadalajara, Puebla, Querétaro, and Liverpool Mall, with more than 50 Viajes el Corte Inglés branches.