



LATIN AMERICAN DEPARTMENT

December 2022 TDC Report

SALES INITIATIVES

ABC Mundial Argentina & LATAM Trade Media Visit, December 5-6, 2022

Latin America Department welcomed Karina Giorgenello | CEO & General Editor, and Pablo Pla | Editorial Director from Argentina trade media ABC Mundial from December 5th – 6th, 2022, to visit and promote the destination.

Jose Ramirez planned accordingly and scheduled exclusive interviews with Steve Hayes, Andrea Gabel, and Kylie Diaz from the Clearwater Marine Aquarium to promote the destination in the Latin American markets:

- [Interview for Latin America with Steve Hayes, President & CEO of Visit St. Pete Clearwater](#)
- ["I invite all Argentines to come and see St. Pete/Clearwater," says Andrea Gabel, VSPC Senior Sales Manager](#)
- [Clearwater Marine Aquarium announces the news it has for its visitors](#)

In Steve's exclusive interview, he highlighted the importance of the Latin American market and why visitors should include our destination in their travel plans.

ABC MUNDIAL is a digital news multiplatform, including its YouTube channel with 1.7 million monthly views and radio streaming from the platform's home page and on TuneIn.

Diversa Turismo Operator Mega FAM & Client Event, December 6-8, 2022

The Latin American department is proud to end the 2022 year by hosting the Diversa Turismo, a Brazilian tour operator Mega FAM from December 6th to the 8th.

VSPC participated in the Diversa Turismo trade workshop with 120 travel advisors from the Sao Paulo area and nearby cities. The unique Diversa workshop had presentations of DMOs followed by questions, and the travel advisors had one day to create custom packages of our area in a Fly & Drive with another Florida destination(s). Diversa would upload the best packages in their booking platform.

Diversa developed a sales campaign for the travel agencies attending the workshop. The travel advisors that exceeded the sales goal from the created packages would attend our Mega FAM in December. And that's how VSPC welcomed 3 Diversa tour operator commercial managers, 1 PANROTAS trade media, and 20 crucial travel agencies to visit, explore, learn about the destination's unique facts, and sell to their travelers.

The group was amazed about the destination, and their only regret was that Diversa should have included an extra day in St. Pete Clearwater.

I made new relationships, booked virtual destination presentations for January/February 2023, and have a new project with the New Time travel agency to welcome a Rio de Janeiro influencer to visit our region in the second semester of 2023.

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Visit St. Pete Clearwater received numerous social media posts during their visit. Most importantly, the travel advisors were excited to promote and recommend our region to all travelers. For brand awareness, we also received Panrotas Brazilian trade media posts and releases throughout the FAM.



LADEVI Latin America Trade Media Visit, December 8-9, 2022

VSPC welcomed Ladevi Media from December 8-9, 2022, to meet with Andrea Gabel and Jose Ramirez to review 2023 opportunities in LATAM markets and explore the new destination attractions.

Ladevi is the most influential digital trade media magazine in Latin America and the Caribbean for the travel industry. They have operated for nearly 30 years boasting B2B, B2C, and LGBTQIA products and services. Their monthly impressions are more than 250K.

Reale Viagens Trade Visit, December 26-28, 2022

We welcomed the Brazilian travel agency Reale Viagens owners, Erika da Silva and Emerson da Silva, to visit and explore our destination from December 26-28, 2022.

Erika agency recently won the prize of sales production for 2021-2022 with the Diversa Turismo Brazilian Tour Operator. Erika and Emerson were delighted to explore our destination, and they will promote our region to all Florida travelers they have.

MARKETING INITIATIVES

Azul Linhas Aéreas (Airlines) Cover Page & Content Spread, December 2022

The Latin America department secured St. Pete Pier as the cover page and destination content in the Azul Linhas Aéreas (Airlines) inflight magazine 2022 December publication. On September 18-20, 2022,



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we welcomed in collaboration with Visit Florida the Azul Linhas Aéreas journalist, Bruno Segadilha, and the photographer, Guilherme Gomes da Silva.

Azul Airlines and Visit Florida organized the Azul media visit to explore three Florida destinations, Miami, Fort Lauderdale, and St. Pete Clearwater.

On December 1st, the Azul U.S. product manager, Luiza Leopoldo, shared the final magazine version. In addition to the cover page, we received images and content of the destination on page 6 and a spread starting on page 13.

The magazine circulates 70,000 copies per month and is on around 21,911 flights. Azul flies to Florida destinations: Orlando (1 daily flight) and Fort Lauderdale (2 daily flights). They added additional flights to Florida from Southeast and Northeast Brazil (starting in December).

Copa Airlines (In-flight Magazine) Visit, July 20, 2022

Latin America Department welcomed Marcela Gomez, Editorial Director from Panorama de las Americas (Copa Airlines inflight magazine), to experience the destination for one day on July 20th, 2022

Panorama of the Americas is the official magazine of Copa Airlines, Latin America's fastest-growing airline for the past twenty years, that reaches more than 1.5 million monthly passengers and goes to more than 30 countries in 71 destinations. Including Tampa with a daily direct flight from Panama (PTY).

As a result of her visit and our efforts to promote the destination, we received a ten-page spread showcasing our beaches in December 2022 edition.

MARKET INTELLIGENCE | TRENDS

U.S. Travel launched Spanish and Portuguese language versions of USVisaDelays.com

On December 14, 2022, the U.S. Travel Association launched #TheyWaitWeLose language versions of [USVisaDelays.com](https://www.usvisadelays.com) in Spanish and Portuguese.

#TheyWaitWeLose seeks to compel the Biden administration and the U.S. Department of State to recognize the economic consequences of inaction and prioritize visitor visa processing.

This comprehensive effort captures the voices of potential visitors affected by lengthy delays in visitor visa issuance and U.S. businesses impacted by the loss of visitor spending from key markets.

Rapidly processing U.S. visitor visas is within the Biden administration's control and should be immediately prioritized so we can welcome more international visitors.

Source: U.S. Travel Association.