

LATIN AMERICAN DEPARTMENT

February 2019

Report Submitted by: Ana Fernandez

February 11-15, 2019 – Global Com Group Media Visit

VSPC welcomed Global Com Group to our destination and an agenda was designed so they could explore and experience our destination and include editorial material in their different publications.

Global Com Group is one of the largest media conglomerates in Mexico, distributing 8 publications throughout the country. These publications include US Traveler, TRADENEWS, and OZ Magazine. As a result of this media visit, Global Com Group published editorials about our destination in US Traveler, US Trade, and OZ Magazine highlighting several aspects of our destination respective to the target audience of the publication.

February 12, 2019-COPA Workshop Breakfast Presentation

VSPC in partnership with Copa Airlines Costa Rica hosted a Workshop Breakfast presentation to 54 travel agents and product development discussion lunch with 10 Tour operators and in San Jose Costa Rica.
64 Travel Agents & Tour Operators
San Jose, Costa Rica

February 12-15, 2019 – Visit Florida Capital Cities Roadshow

Visit Florida Capital cities Roadshow included Brasilia, the capital of Brazil, Goiania, and Fortaleza, located in north east of Brazil. The cities selected for the capital cities roadshow were due to the amount of flights operating to Florida. There are (14) direct flights and (14) connecting flights from Brasilia to Florida weekly and Fortaleza has (17) direct flights to Florida weekly. The roadshow reached a total of 270 travel agents.

February 18-23, 2019 – Expo Mayoristas Mexico

VSPC participated Spring Expo Mayoristas Roadshow, the largest tradeshow and workshop in Mexico in partnership with Navitur Group, one of the biggest Tour Operator in Mexico consisting of:

- Navitur- cruise
- Naviterra -hotels
- Babylon -LGBTQ

The Roadshow included seven major cities in Mexico (Monterrey, Mexico City, Guadalajara, Leon, Queretaro, Merida and Puebla), where wholesalers seek product and destination training during breakfast presentations and seminars as well a two-hour trade show in each city.

VSPC participated on the first two cities (Monterrey and Mexico City) and Navitur distributed our magazine and destination packages and trained agents on the rest of the cities.

The roadshow reached over 2,500 travel agents and tour operators.

Mexico

February 20-22, 2019 – Connect Travel MarketPlace Trade Show

In 2018, we participated in Connect Travel MarketPlace trade show with (24) Latin America- Brazilian appointments. In our 2019 participation we had an increase of (10) new Latin America-Brazilian appointments with a total of (34) trade meetings.

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February 21 & 22, 2019– Price Travel Colombia

PriceTravel is a company dedicated to the commercialization of travel products with a multichannel business model:

- B2C-Online-+14,000,000 Monthly Page Views
- B2C-Off-line- +170 Points of sales in Mexico & Colombia and a 24/7

Contact Center +1,200,000 average calls per year

- B2B-Affiliate Travel Program +250 Affiliate sites with booking engine
- B2B-Wholesale/ Travel Inn Colombia
- MICE-BTC ▪DMC-Tag Travel.com

Price Travel Colombia, they have offices in Bogota, Cali, Medellin & Pereira

Thursday 21, conducted a working destination training lunch for Price Agencies in Bogota

25 Travel Agency Managers

Friday, 22- Trained agents at the reservation call center for Price in Colombia which is located in Cali

90 Travel Agents in Bogota A& Cali, Colombia

February 26, 2019– Price Travel Colombia

In partnership with Tampa Bay and Naples hosted a breakfast Workshop for Travel Agents in Bogota to promote Latin America visitation to the West Coast of Florida. The event was organized with the support of Visit USA Colombia Committee and was attended by 40 travel agents and 2 members of the press

Bogota, Colombia

30 Travel Agents

February 27-March 1-ANATO Tradeshow

VSPC participated of the Vitrina Turistica de ANATO Bogota, Colombia in conjunction with the West Coast of Florida destinations. About 16,000 professional visitors, and pre-arrange appointments with Tour operators, travel agency groups & media.

Colombia is positioned among Brand USA top 5 markets from Latin America and one of the major Latin America inbound visitors to Florida. VSPC as a very busy agenda for Colombia in 2019, ANATO marks the beginning of the sales season in Colombia.

Bogota, Colombia