

LATIN AMERICAN DEPARTMENT

February 2020

Report Submitted by: Latin America Department

IITA Summit, February 4-5, 2020

The International Inbound Travel Association (IITA) recognizes the importance of relationships between Inbound Tour Operators and U.S. Suppliers. The IITA Summit is one of the only show in the U.S. to provide the platform for enhancing these relationships through one-on-one marketplace sessions.

Latin America joined appointments with the Leisure Department on February 4th to take care of Latin America meetings.

A&A Tour Travel & Cruise Fest Workshop, February 7-10, 2020

VSPC participated in A&A Tours Travel & Cruise Fest Workshop in San Juan, PR on February 7th – 10th, 2020. As part of our participation we had a 20-minutes presentation on Saturday February 8th in the morning for the trade and afternoon session for consumers with a 10x10 branded booth.

The event draws an attendance of about 1,150 travel professionals and consumers.

A&A Tours is the exclusive representative of Royal Caribbean International in Puerto Rico, Caribbean and Bahamas, and expanded its offer with a variety of land excursions and hotels that includes destinations in South America, Central America, United States and others. A&A Tours offer cruises out of Tampa and packages to Orlando, Tampa and Miami.

Connect Travel Marketplace Trade Show, February 19-21, 2020

Connect Travel Marketplace is an International travel show, specifically designed to address industry needs. The show combines the right timing for product development, a unique format that creates an efficient and effective environment to expedite the sales process and close business.

Had (40) business appointments with key Latin America buyers from Argentina, Brazil, Mexico and other markets. In our meeting with North America Destinations Wholesaler Operator, we finalized details to bring their NAD Training FAM from Brazil and Latin America clients. The FAM will include (6) North America Destination product manager that will experience our destination for the first time on April 24-25, 2020.

Radio con Voz promotion, February 20-25, 2020

VSPC conducted a 3-month radio promotion in Argentina in the period of August-October 2019. Mr. Juan Romano and Mrs. Paloma Naranjo were the winners of the promotion and they visited our destination on February 20th – 25th, 2020. The Radio promotion reached over 125K listeners a week, in addition to digital content in their platform.