

LATIN AMERICAN DEPARTMENT

February 2022 TDC Report

SALES INITIATIVES/TRADE SHOW

ANATO Trade Show, Colombia, February 23-25, 2022

Andrea attended the ANATO trade show on February 23-25, 2022. ANATO is the critical show in the country and stands for association of travel advisors in Colombia.

I attended the show in partnership with Visit Florida with a single stand. My participation with Visit Florida was to attract brand awareness and host my meetings in an area with easy access to clients. It was the first year a state was the leading destination in the show as in past years it is always a country.

I took most of my trade appointments on the first and last show day, and I walked the show on the second day and connected with tour operators U.S. product managers to establish a first-time connection. Still, I grasp the need to visit Colombia very soon for sales calls and in-person destination presentations.

A trend that I observed was the need to have printed destination collateral. Colombian local travel advisors were still looking to grab printing materials. VSPC will need printing collateral in trade shows, roadshows, sales calls, and in-person destination presentations when in Colombia.

The highpoint of my meetings was with tour operators, including Price Travel, Mega Travel, and Universal Group. I connected with Celida, our contact for the Brand USA Price Travel Co-op program, and had a very productive meeting with the Colombia Price Travel U.S. product manager.

MARKETING INITIATIVES

Hotelbeds The Americas Co-op Forever Florida Program, February-September 2022

The Latin America and the Leisure departments contracted a Hotelbeds The Americas Co-op Florida marketing program. The campaign includes the domestic, Canada, Mexico, and Brazil markets.

Hotelbeds is the world's largest B2B travel distributor with +60 offices globally and +5k employees. The marketing campaign has a dedicated Florida regional destination marketing manager, and the VSPC departments approve all the campaign elements.

VSPC's expectation of the campaign is to bring an incremental increase of PAX/ room nights, attract more international tourists to our destination, extend visitor stay, increase awareness, and educate the international travel trade.

The Hotelbeds program will analyze booking trends, tangible ROI and reporting, incremental production increase, the local sales team in source markets, local source team in destination, and identify the ideal consumer and travel influencers.