

LATIN AMERICAN DEPARTMENT

January 2019

Report Submitted by: Ana Fernandez

January 11-13, 2019 – Florida Huddle Tour Operators FAM

In a partnership with Visit Florida we welcomed to our destination (4) Tour Operators product managers from South and Southeast of Brazil and (1) Incentive key account from Sao Paulo. As Brazil ranks on top 3 international visitation to Florida with a visitation increase of 8% in 2017 over 2016 per Visit Florida research, we will continue to work and expand the market in our destination.

January 16-18, 2019 – Discover Florida Visit Consumer Media

VSPC welcomed Discover Florida consumer Brazil media to our destination to cover new attractions.

In World Travel Market – Latin America trade show 2018, we met with Discover Florida consumer publication and we agreed on a Florida West Coast campaign.

Sandra Fiori, journalist and owner of Discover Florida Magazine, agreed on visiting all the destinations and hosting a strong campaign with partnership of Azul Viagens Tour Operator.

January 23-27, 2019 - FITUR Trade Show

VSPC participated for the 1st time on FITUR 2019, 39th International Tourism Trade Fair in Madrid on Wednesday, January 23-27, 2019. This year the Tradeshow was attended by 1.8% more professionals and over 100,000 consumers attended. VSPC was part of the USA together with Visit Tampa Bay and major USA receptive tour operators.

The international tourism trade fair, FITUR is one of the biggest tourism fairs worldwide and the #1 on the Iberian Peninsula. The fair is considered the most important gateway to the Latin American market and serves as a global communication platform to develop future strategies taking, into account the constant changes in consumer demand and trends in Latin America.

Connected with LATAM and Spain clients, airlines-Avianca, AA & Air Canada that have offered future FAMS, the US Embassy in Spain will host a reception at the ambassador's home to introduce our brand to key Travel Industry contacts. We connected with Travel Tour Spain a top leisure agency group to start marketing initiatives and educational workshops for their agents. Conducted meeting with major wholesaler TUI, OLA, AllSeasons, Vimsa among others.

January 31-February 2, 2019 – Travelterapia Influencers Visit

Travelterapia influencers from Porto Alegre, South of Brazil, is a multiplatform which includes storytelling, travel tips, branded content and content production. They help brands and destinations to develop an emotional connection with the consumer, in different channels such as; blog, Instagram, Facebook, and Brazilian local magazine and radio station.

They committed to promote our destination and additional all production content of blog texts will be published in the following vehicles: Travelterapia and in the tourism guide Mapa do Mundo.