

# LATIN AMERICAN DEPARTMENT

## January 2022 TDC Report

### SALES INITIATIVES

#### Pre-Huddle Super FAM, January 21-24, 2022

In collaboration with the Leisure and Meetings departments, we welcomed in partnership with Visit Florida six Brazilian tour operators to join the Pre-Huddle Super FAM, with arrival on January 21<sup>st</sup> and departure on the 24<sup>th</sup>.

We showcased the destination to six product managers responsible for the U.S. market. The six operators invited were:

- AGAXTUR operator with 63 years of business, a Disney Select operator, and a Virtuoso member.
- BWT Operator (Best Way Trips) and the primary operator in the south of Brazil.
- FRT Operator was born in 2001. Today, one of the largest operators in Brazil is geared towards leisure travel with a modern agent platform and one of the receptive operators based in Orlando.
- Diversa operator is innovating and consolidating itself with experienced and highly qualified professionals investing in technology.
- ETS Operator (Easy Travel Shop) is an online platform created to meet the needs of experiences and used as a guide.
- CVC Corp Operator is the largest travel group in the Americas, made up of business units that operate with distinct brands in leisure travel, corporate business, and related courses and cultural exchange programs.

#### Petra Visit Florida Tour Operator & Media FAM, January 29-31, 2022

VSPC, Latin America Department, and Visit Florida joined efforts to welcome Petra VIP Tour Operators Mexico FAM and Media from January 29<sup>th</sup>–31<sup>st</sup>, 2022, to explore the destination first.

Petra Operadora is the largest tour operator in Mexico, has 50+ years of operation, and counts with a national agency network and clients' most relevant luxury agencies. Focused on the international product, recently merged with NAVITUR specialized cruise operator. Its FIT line of business, "World experiences" by Petra, is high-end focused and offers personalized client service. Golf, wellness, culinary, cultural, shopping, and outdoor activities are a big part of their product design.

The FAM represented as follows:

- **Viajes Intermex Virtuoso:** 100% Luxury agency that has operated since 1984, the official agency for American Express TLS with access to exclusive Centurion and Platinum cardholders, top-selling agency for cruise and Florida product, hi range whole client portfolio network, reachable through the advice of their travel managers.
- **Educareed:** Specialized in designing trips for the leading wealthy families and private schools in Mexico, they handle summer camps, boarding schools, volunteer exchanges, millennial travel and have a substantial sale of cruise products, their latest group sent was of 40 people to Orlando. They are interested in expanding their destination offer to Florida and adding exclusive or unique experiences to their tours.
- **Tips & Trip:** It is one of the leading agencies from Monterrey, Mexico, with a national reach and many branch offices. An affiliate of LTN Spain, Tips & Trips focuses on luxury and groups. Petra has been working with them for over 20 years with top sales and is looking forward to growing their Florida packages and experiences.

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- **SURITSMO Viajes:** Petra has worked for more than 15 years with this sizeable regional agency. They specialize in European Groups and are now interested in the US, mainly Florida. They are in the state of Veracruz and Queretaro. Queretaro is the number one City with the steadiest economic growth in the past five years, offering many potential high-end travelers, millennial solo travelers, and family packages.
- **Buzali Hop:** A luxury agency, specialized in “tailor-made” itineraries and experiences, works directly with the Mexican Jewish community, which has a significant purchase potential, looking to travel to all US and many of them owning property in Miami. They look for niche experiences to offer to their exclusive clients.
- **Invertur:** Trade Media with national reach, printed magazines, special supplements, and digital outlets expand their content. They reach more than 389,419 on their platforms:
  - 80,000 Monthly readers
  - 250,000 Website visitors
  - 22,000 Database contacts
  - 37,419 Social media among Facebook, Instagram, and Twitter

### Jujú na Trip Brazilian Blogger Visit, January 29 to February 1, 2022

In collaboration with the Visit Florida PR team, we welcomed to our region the Brazilian blogger Jujú na Trip. They visited our destination following a custom itinerary dedicated to promoting to family travel audiences, including adventure, nature, and lifestyle.

Besides the blog and the social media channels, Juju na Trip also has columns on essential websites and TV shows on two Brazilian cable TV channels. Please find below detailed information about their reach and the return of investment Visit St. Pete Clearwater will receive.

Blog [Juju na Trip](#) - Reach: 328k pageviews/month, 265k unique visitors/month

Instagram [@jujunatripblog](#) - Reach: 209k followers

Veja Rio – [Juju na Trip column](#) - Reach: Veja Rio has more than 2 million pageviews/month.

[Catraca Livre – Juju na Trip column](#) - Reach: Catraca Livre has 12,6 million UVM/month

Cable TV - [Woohoo Channel](#) – [Juju na Trip show](#) - Reach: Woohoo channel has 8,5 million subscribers, 48,2k subscribers on YouTube, 169k followers on Instagram

<https://www.instagram.com/p/CQje51QHMNK/> (teaser of one episode of Juju na Trip show)

Cable TV - [Travel Box Brazil](#) – [Juju na Trip show](#) - Reach: Travel Box Brazil has 12 million subscribers, 32,4k followers on Instagram, 92k followers on Facebook

Based on their number of followers/UVM/TV impressions, Visit Florida is expecting the following outcomes for the entire trip:

Followers/UVM/TV impressions = 35,743,000, Just blog and Instagram = 474,000, Estimated engagements (blog and Instagram) = 21,000, Estimated Impressions (blog and Instagram) = 4,725,000.

The deliverables on this project to St. Pete/Clearwater will be:

- One post about St Pete/Clearwater on Juju na Trip blog + 1 general post with all the destinations.
- One feed post on Instagram [@jujunatripblog](#) about St Pete/Clearwater, including photo carousel and @ of partners in the caption. Complete coverage of the trip in the Stories, detailing each experience and @ of the partners. Stories saved in the Highlights.
- One post covering all the destinations on Juju na Trip column on Veja Rio

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- 1 post covering all the destinations on Juju na Trip column on Catraca Livre
- One episode on Woohoo Channel – Juju na Trip Show – Has 26 minutes and will cover three destinations. They will mention hotels and partners in the episodes. The episode is launched on Thursday's primetime (8 pm) and then repeated every day during the week (different times in the morning, afternoon, and evening). After all the season's episodes have aired, the TV channel replays all the season again.

### Orinter Tour & Travel Trade Visit, January 30-31, 2022

We welcomed the U.S. product manager, Waldemir Junior, from the Brazilian Orinter tour operator to visit our destination post-Florida Huddle trade show. Junior explored the region independently, guided by the team's suggestion of visiting attractions.

We confirmed with Junior to welcome an Orinter FAM group to our destination in June 2022. We will share the FAM with Visit Tampa Bay, and the operator will escort ten travel advisors that purchase from Orinter's packages.

### **MARKETING INITIATIVES**

#### Visit Florida – Copa Airlines Colombia Co-op Program, January-April 2022

The Visit Florida team negotiated a Co-op marketing program with the Copa Airlines Colombia marketing and sales team to promote the state of Florida and two Florida destinations. VSPC signed up for the program that will run for 3-month with a starting date of January 18<sup>th</sup>. Tampa is the other Florida destination.

The digital marketing program includes destination packages with links to our content. It will be available on-board digital magazine Panorama, Copa Club – Tocumen International Airport HUB Panama, Copa social media, Copa.com widget, Copa.com destination banner, elements in Instagram and Facebook platforms, LED screen Copa Club, and including 2 Instagram posts one story and 1 Facebook post.

### **TRADE SHOW/DESTINATION PRESENTATIONS**

#### Florida Huddle Trade Show, January 24-26, 2022

Andrea participated in the Florida Huddle trade show. Florida Huddle is Florida's official travel trade show and is the premier appointment tradeshow showcasing all the Sunshine State offers international and domestic tour operators, wholesalers, and media.

We had a full one-on-one in-person appointment schedule with the crucial LATAM and domestic trade clients. We confirmed future FAM groups to showcase the destination, book virtual destination presentations, showcase the region to tour operators' packages, and had multiple media coverage.