

LATIN AMERICAN DEPARTMENT

July 2021 TDC Report

SALES INITIATIVES

Família Muda Tudo Brazilian Journalist/Influencer Visit, June 30-July 2, 2021

VSPC welcomed to our destination Brazilian journalist and influencer, Patrícia Maldonado, from *Família Muda Tudo*. The blog is an extremely professional platform to target family travel for high medium class and high-class viewers. Throughout her career she has worked with some very important networks in Brazil, and she continues her path as a foreign international correspondence journalist for CNN Brasil.

As a digital influencer, Patrícia expertise is in promoting destinations for a family audience with combined social media of 979k+ followers with a profile of 90% Brazilian. Patricia completed her visit with content focus in #1 St. Pete Beach, St. Pete Pier and outdoor opportunities sourcing family attractions.

MARKETING INITIATIVES

Spanish Virtual Tour Videos

In collaboration with the Film Department, the LATAM Department created two new virtual tour videos showcasing the Downtown St. Pete area and Clearwater Beach. The videos cover several topics such as things to do, dining, arts & culture, the beaches, and more.

These videos will serve as valuable marketing tools for both trade clients and consumers, as they provide a concise summary of what our destination offers based on the interests of our key markets. They will also be used during virtual and in-person destination presentations. The videos will be available on the VSPC's Spanish-language YouTube channel.

UPCOMING INFLUENCERS VISITS

Upcoming Influencers Visit, August 2021

As Copa Airlines resumes their nonstop service from Panama to TPA on June 4th, the LATAM department committed to collaborate with Copa Airlines, Tampa International Airport and Visit Tampa Bay, in welcoming a couple of influencers from Panama and Colombia to visit our destination in August 2021. Digital influencers combined social media reach over 534k+ followers.