



LATIN AMERICAN DEPARTMENT

July 2022 TDC Report

SALES INITIATIVES/ SALES MISSION

Gerencia de Viajes Argentina Trade Visit, July 17–19, 2022

The Florida West Coast DMOs coalition (Visit Tampa Bay, Paradise Coast, and VSPC) hosted a destination presentation to over 40 travel professionals in Cordoba, Argentina, on March 27, 2019. As part of our efforts to promote all the West Coast destinations and package creation.

Jose Ramirez welcomed Gerencia de Viajes's travel advisor to our destination on July 17-19, 2022, due to COVID travel restrictions between 2020-2021.

Panorama de las Americas – Copa Airlines Magazine Media Visit, July 19–21, 2022

VSPC welcomed Marcela Gomez, Editorial Director from Panorama de las Americas (Copa Airlines inflight magazine), to experience the destination for the first time.

Panorama of the Americas is the official printing magazine of Copa Airlines, Latin America's fastest-growing airline for the past twenty years, that reaches more than 1.5 million monthly passengers and goes to more than 30 countries in 71 destinations. Including Tampa with a daily direct flight from Panama (PTY).

VSPC will receive two editorial pages with images in the October magazine edition.

Dica e Indica Brazilian Travel Advisor & Influencer Visit, July 26-29, 2022

Andrea Gabel negotiated with the travel advisors from the Dica e Indica Travel Agency and owner and creator of the leisure social blog Dica e Indica residing in Orlando to visit our region. Still, most of their followers live in Brazil. Dica e Indica also reaches Brazilian communities in Florida and the U.S.

They visited our region during July 26-29, 2022, in a unique itinerary, including nature and outdoor experiences. The Influencer's blog website attracts 132k followers and 86k unique visitors. Their social media channels combined traffic reaches 565.7k views.

Habitat Soluciones Costa Rica Media Visit, July 27–29, 2022

VSPC welcomed Mr. Armando Garcia, Director & Producer, Jorge Pelegri, Videographer, and Lina Maria Agudelo, Interviewer, from Habitat Soluciones Costa Rica from July 27–29, 2022, to showcase the destination with hotel and attractions interviews of the following partners below:

- The Don Cesar Hotel – Mohammed Daod, Director of Corporate & Leisure Sales
- Fenway Hotel - Nancy Calabrese, Corporate Director of Catering & Events
- Dali Museum - Dr. Kim Macuare, Director of Programming



LATIN AMERICAN DEPARTMENT

July 2022 TDC Report

- The James Museum - Laura Hine, Executive Director

Habitat Solutions is a platform with valuable content about architecture, lifestyles, travel, and more. Their niche is to produce interview content, enticing their followers with ideas, solutions, and advice, all as valuable content to different platforms. Their program is broadcast on the main channel in Costa Rica in premium hours on Saturdays. His YouTube channel reaches an average between 103,000 – 153,000 monthly visits.

VSPC will receive a TV episode on Teletica Channel 7 and YouTube content.

CVC Corp. Brazilian Tour Operator Executive Director Visit, July 16, 2022

Andrea Gabel was delighted to welcome the CVC Corp. Executive Director, Mr. Cristiano Placeres, to visit our destination for the first time on July 16th for a 1-night stay.

CVC Corp. is the largest Brazilian tour operator and owns many CVC travel agencies in Brazil and the Latin American markets. Andrea Gabel continues working with Fernanda Paranhos to promote our destination and keep them updated on the region's new hotels and attractions.

Mr. Cristiano Placeres is responsible for sourcing international hotels. It was crucial to take advantage of his interest to visit the destination and showcase the region since his team is responsible for adding hotel inventory to their CVC Corp portfolio and updating their travel agencies.

Mr. Placeres was delighted with the destination and wrote a kind email to thank VSPC for the opportunity of hosting his stay.

MARKETING INITIATIVES

Visit Florida & Orinter Co-op Marketing Program Results – April to June 2022

The LATAM department confirmed participation in the Brazilian tour operator Orinter Co-op Marketing Program in collaboration with Visit Florida. The campaign was a small program focusing on social media brand awareness, reaching B2B and B2C audiences.

The program ran from April to June 2022, and we received 7-newsletter reaching 7,634 trade professionals. Our digital banner on Orinter's site got 133,203 impressions. The campaign completed eight social media posts on Instagram and Telegram, reaching 3,747 people.

Andrea negotiated the program to add training, and Orinter scheduled the training on June 27th. The presentation attracted 111 trade professionals, but Orinter saved Andrea's training in their digital platform afterward, and the results were: 633 impressions and an additional 74 training views.



LATIN AMERICAN DEPARTMENT

July 2022 TDC Report

Additionally, they included the Orinter hot site actions in the program, and our brand awareness reached 2,100 page views. The Orinter-sponsored travel advisor's posts in Instagram results achieved 16,198 potential travelers. The Gadotti Turismo travel agency provided the highest B2C reach to 5,885. Andrea reached out to Gadotti Turismo, offering access to our digital elements and any support they might need.

PeTra Mexico Tour Operator Co-op Marketing Program, August-September 2022

Jose Ramirez started communication with Jose Trauwitz, owner/general manager of the PeTra Mexico tour operator. Andrea Gabel met with Jose at the IPW 2022 show and finalized the conversation to participate in a custom Co-op marketing program.

On July 11, 2022, we submitted Steve's approval to participate in the first PeTra custom marketing program, including the following:

- Webinars (in-person and digital)
- Client networking events
- Roadshow and Jose will attend important cities and provide in-person destination presentations
- Destination packages to reach 15,294 travel advisors