

LATIN AMERICAN DEPARTMENT

June 2019

Report Submitted by: Ana Fernandez

IPW Trade Show – June 1-5, 2019

U.S. Travel Association's IPW trade show is expected for 2019 to have more than 1,300 exhibitor's booths held by U.S. suppliers of USA travel products and destinations, and more than 6,200 attendees, including 1,300 international and domestic travel buyers and 500 journalists representing more than 70 countries.

During IPW besides meeting with our existing clients in LATAM we had the opportunity to start conversations and develop relationships with new international OTA and Tour Operators Beds4Travel, World2Meet, and Despegar among others. Brazilian meetings generated several new Tour Operators from Sao Paulo and Rio de Janeiro. We have already started working with one of them New Age Tour Operator.

We already conducted follow up and coordinated visits, meeting and FAM's to our destination as a direct result of IPW. IPW meetings is where a lot of our planning for the rest of the year takes shape, schedules and activities are confirmed based on the conversations and feedback from our clients. Information gathered at those meeting is very important for us.

We meet with media, give interviews for radio, printed and TV channels and share our latest news.

American Airlines Cali, Colombia FAM– June 3-6, 2019

VSPC welcomed top travel agencies to experience the destination in conjunction with American Airlines from Cali, Colombia.

The agencies that participated in this FAM included Pullman Tours, BCD Travel, and JE Tours which are some of Colombia's top-producing agencies with sales to the United States.

American Airlines is one of the top airlines with flights to Florida from Colombia. A new route was just launched from Cali, Colombia to Miami. Cali is the second largest city in the country and third most populated, making it an important tourism market for Florida

Price Travel Mexico City– June 7-8, 2019

On June 7th in Mexico City we conducted a meeting the MICE division for Price Travel Holdings, Mexico and key tour operators.

On June 8th VSPC will presented the destination at the Price Travel TRAVELINN Workshop-Training 400 agents in Mexico City in day.

PriceTravel is a company dedicated to the commercialization of travel products with a multichannel business model:

- B2C-Online-+14,000,000 Monthly Page Views
- B2C-Off-line- +170 Points of sales in Mexico & Colombia and a 24/7 Contact Center +1,200,000 calls per year
- B2B-Affiliate Travel Program +250 Affiliate sites with booking engine
- B2B-Wholesale/Travel Inn Mexico & Travel Inn Colombia
- MICE-BTC
- DMC-Tag Travel.com

This event is part of a marketing plan in partnership with Price travel Mexico to promote travel during the summer season to our destination. There are other initiatives that will be conducted as part of the plan.

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EgoCity Magazine Colombia Press Visit – June 21-25, 2019

VSPC welcomed the General Director and the Editorial Director from egoCity (LGBTQ) Magazine from Colombia to explore our destination for the first time and cover St. Pete Pride from June 21th – 25th, 2019. EgoCity has presence in Colombia, Mexico, Peru, Ecuador, Argentina and Uruguay with more than 192,000 printing and web visitors, Facebook 59K, Twitter 5K and Instagram 3K.

As part of our commitment VSPC will have editorial coverage in 3 magazine edition, webpage and social media.

Colombia is one of top Latin America markets with an increase of 82% of room nights and 129% in bookings as of May 2019. (As per Expedia Group Reporting). The LGBTQ+ market in Colombia is estimated of 219,520 predominantly gay men and lesbians vary between 48,000 and 96,000

El Salvador Travel Agent Workshop with U.S. Embassy– June 20, 2019

On June 20th, 2019 Gail Fernandez, our VSPC representative in Central America, hosted an educational workshop in San Salvador, El Salvador in conjunction with the U.S. Embassy.

The breakfast workshop reached 75 travel agents from the country and provided vital, in-depth information about our destination.

El Salvador is a growing market in Central America for tourism. According to the National Travel and Tourism Office (NTTO) of the U.S. Commercial Service, the country alone has generated 212,263 tourists to the United States in 2018. Central America as a whole brought 1,283,374 visitors to the United States.

ABC Mundial Argentina Media– June 24-28, 2019

VSPC welcomed ABC Mundial Argentina Press on June 24, 2019 to film and experience our destination. The visiting group consisted of the CEO, who is also a reporter and conducted the coverage, and a cameraman for filming of the destination.

ABC Mundial contains a selection of the most important international news in the world in Spanish distributed through their own website as well as major social media channels (e.g, YouTube, Facebook, Twitter, and Instagram). Tourism, Technology, Society and International Politics are among the top topics, in that order. ABC Mundial's digital newspaper generates 450,000 monthly visitors while the radio shows holds 25,000 listeners per day. ABC Mundial's top markets include Mexico (32%), Argentina (22%), and Spain (16%) with presence throughout the rest of Latin America.

LATAM Airlines Workshop – June 25, 2019

Our Argentina Representative conducted a workshop to a Travel Agents at LATAM Airline presentation in Tucuman, Argentina on June 25, 2019 This event was without cost for VSPC. In this opportunity we provide a complete information about our destination including new properties and highlights regarding cultural, gastronomic, LGBTQ and sports & events, and new properties. The event was attended for more than 45 travel agents.

LATAM Airlines has a new 2 flights a week to Miami and Orlando connecting in Lima, Peru.