

LATIN AMERICAN DEPARTMENT
March 2020
Report Submitted by: Latin America Department

Expo Mayorista 2020 Roadshow, Mexico, March 2-6, 2020

VSPC participated in the Expo Mayorista Roadshow across 3 cities in Merida, Mexico City and Puebla from March 2-6, 2020. In each city, hosted a 20-minute destination presentation. In addition, we will receive the following benefits:

- One (1) editorial page with photos in EMI magazine (7,000 impressions) (pending the month due to COVIC-19)
- 3-month Web banner (pending the months due to COVIC-19)

In those cities, we reached over 1,000 travel agents during the 3 days of the roadshow.

All Seasons Training Lunch, Argentina, March 11, 2020

VSPC conducted an in-house lunch workshop at All Season's office directly to their core sales team. Updated destination information was shared with the sales team over provided lunch. A Q&A session for specific inquiries was also held for the sales agents. New collateral material was shared to serve as a useful sales tool.

All Seasons is one of the largest travel agencies in Argentina and currently sells packages to St. Pete/Clearwater. All Seasons is considered the go-to agency for Argentinians booking travel to top destinations such as Disney World, Universal Orlando, and other top U.S. destinations.