

# LATIN AMERICAN DEPARTMENT

## March 2022 TDC Report

### **SALES INITIATIVES/ SALES MISSION**

#### Visit Florida Trade and PR Sales Mission, March 7-12, 2022

To promote our destination to the Mexican market, Jose Ramirez joined Visit Florida Trade and Media Sales Mission from March 7th – 11th, 2022, and connected with Mexican tour operator decision-makers and trade media. The mission took place in the most important cities like Mexico City, Guadalajara and Cancun. We had the opportunity to meet one-on-one with more than 185 Top Tour operators and decision-makers and 65 trade media. Other partners that joined the Mission were Visit Florida, Visit Tampa Bay, Experience Kissimmee, Paradise Coast, Visit Orlando, Miami, and Volaris.

### **MARKETING INITIATIVES**

#### Brand USA – Price Travel Mexico Operator Co-op Marketing Program, March-June 2022

VSPC confirmed participation in the Brand USA marketing program in collaboration with Mexico wholesaler Price Travel. We signed up for the Tier 1 program, and it will include a joint marketing effort for three months. The campaign started in March and will complete in June 2022.

It is a B2C campaign, and its elements will include media items in the Mexico City airport panoramic screen, email blasts, social media, destination training presentations, and seven push program notifications reaching 23,000 users.

A dedicated landing page with a booking engine and destination in the Guide & Blog (digital magazine with 1.5k monthly visits).

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

#### Price Travel Holding Destination Presentation, March 3, 2022

Jose Ramirez conducted a destination presentation to Price Travel Holding in Mexico for our Brand USA Co-Op Campaign. In this opportunity, we had 20 attendees from their Salesforce. We will continue the training during April and May in conjunction with Brand USA Mexico to promote the USA Discovery program and our destination training.

#### Brand USA Mexico Destination Presentation, March 4, 2022

Jose Ramirez conducted a destination presentation with Brand USA Mexico to more than 62 travel professionals. VSPC earned an hour of presentation, promoting our Discovery Program training.

#### Brand USA Global Marketplace, March 16-17, 2022

Sales Manager Janniel Negron participated in the Brand USA Global Marketplace, a B2B appointment-based virtual show where he had the opportunity to meet with decision-makers from tour operators and wholesalers in key markets. Janniel held ten productive meetings during the two-day event, resulting in opportunities for collaboration with the tour operators to conduct destination training webinars for their sales teams and discuss possibilities for new packages to include St. Pete/Clearwater. Some key clients that Janniel met with included PriceTravel, one of the largest wholesalers in Latin America, with a strong presence in Mexico and Colombia, and PE-TRA, a prominent, high-end Mexican tour operator. The relationships made during this appointment show will also be used to create potential sales missions in Colombia and Mexico.

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### AGAXTUR Tour Operator Virtual Presentation, March 21, 2022

As part of our participation in the Visit Florida – AGAXTUR Co-op marketing program running from February to April 2022, we negotiated two virtual destination presentations to educate the AGAXTUR sales team on our destination updates. On March 21, Andrea conducted the first presentation focused on luxury travel and trained 24 operator sales representatives responsible for the Virtuoso products.

AGAXTUR is a unique Brazilian tour operator that offers its travel agencies.

The second virtual destination presentation is on April 19, focusing on family leisure and outdoor attractions.

### El Placer de Viajar Radio Interview, March 24, 2022

Sales Manager Janniel Negrón participated in a live interview with *El Placer de Viajar's travel radio show* based in Argentina. The opportunity was created by Andrea's participation in ANATO, where radio show host Marcelino Suarez met with Andrea and discussed the program. The invitation for the live radio show was sent to a database of 40,000 contacts across Argentina and the rest of Latin America. Janniel Negrón presented alongside other destinations, such as Los Angeles, CA. On the program, Janniel Negrón discussed all aspects of the destination, from its award-winning beaches and attractions to its vibrant arts and culture scenes.