

LATIN AMERICAN DEPARTMENT

November 2020 TDC Report

SALES INITIATIVES/DESTINATION PRESENTATIONS

Ony Network Destination Presentation, November 04, 2020

On November 4, VSPC participated in a destination presentation for the Chile and Argentina. The virtual event attracted 48 trade top professionals for these markets. The presentation was done in conjunction with the West Coast coalition; Visit Tampa Bay, Naples and Marco Island, and Fort Myers-Sanibel Island.

Ony Network is a comprehensive company in audiovisual production, communications, marketing and GSA services in Chile but also, they offer an exclusive Elite and Luxury Tailor made travels around the World. Their coverage reaches different countries in Latin America like Mexico, Colombia, Peru, Chile, Argentina, Uruguay, Brazil among others.

Suncoast USA Tour Operator, Destination Presentation, November 11, 2020

SunCoast USA Operadora is a Brazilian Tour Operator founded in 1992, headquartered in Orlando, Florida and São Paulo, Brazil. It is known as “The Brazilian Operator with its own headquarters in Orlando”.

Our webinar style “destination presentation” was organized in partnership with Suncoast Tour Operator, Visit Florida and Paradise Coast. Our presentation attracted a total of 39 Brazilian trade professionals.

Magic Blue Brazilian Tour Operator, Destination Presentation, November 18, 2020

Magic Blue has a team specialized in tourism and trained in all the destinations they offer. Professionals with more than 17 years of experience, they are the TOP 1 travel agency in Disney sales in Brazil.

Magic Blue have added our destination to their digital packages, and we provided a destination presentation on November 18th to their best 39 travel agents. VSPC continue to be in contact with Operator for negotiations in creating an incentive campaign to promote our VSPC Advisory Digital Destination Training in 2021.

MARKETING INITIATIVES

- St. Pete Condé Nast Travelers Readers nomination article was translated to Spanish and Portuguese and, sent to relevant trade media in Brazil, Mexico, Colombia and Argentina. We received a total of 10 bonus media articles promoting our destination in correspondent markets.
- Team are in communication with Price Travel Mexico Tour Operator to create an incentive campaign of VSPC Destination Advisory Training in 2021. Most likely an internal and an external campaign focusing in key travel agents.
Price Travel Holding has a presence in Mexico and Colombia, with a focus on the B2C, B2B, B2B2C with corporate offices in Cancun, Puerto Vallarta, Mexico City, Bogota and Cali, Colombia.
- Team continue to promote VSPC Discovery Training Program to travel professionals in Mexico. We have a total of 50 Mexico Specialist trade that have completed our training.