

LATIN AMERICAN DEPARTMENT

November 2021 TDC Report

SALES INITIATIVES

Mexico Business Trip, Mexico City, November 7-10, 2021

To promote our destination to the Mexican market, Jose traveled to Mexico City and conducted one-on-one sales meetings with Mexican tour operator's decision-makers.

Mexicans continue to travel, with a particular interest in Florida. In addition to being only a few hours away from Mexico City, Florida has also become a much more attractive and affordable destination for many families and solo travelers.

Jose held two days of meetings with the following companies: Viajes Bojorquez, Price Travel Holding, Viajes El Corte Ingles, and the Federal Tourism Secretary of Mexico.

This trip was highly beneficial as we had the opportunity to connect with the top tour operators in Mexico as we emerged from the pandemic and international borders reopened. We have established several options to promote and sell St. Pete/Clearwater with key Mexican tour operators.

MARKETING INITIATIVES

Diversa Turismo Brazilian LIVE Screening, November 16, 2021

Diversa Turismo Brazilian tour operator planned to present a live event to offer travel advisors a sneak peek of some of the most popular destinations in the U.S. in commemoration of the November 8th opening of U.S. borders to international travelers.

The operator created the live screening event called LIVE USA 360 for key DMO's to provide a destination update focusing on new attractions. They invited a few U.S. DMO's to participate, and St. Pete Clearwater and Visit Orlando were the only ones invited from Florida.

Diversa also planned in the week of the screening to launch a complete marketing campaign focusing on travel advisors to access products and share in their platforms with their customers. The campaign included Instagram feed posts as carousel, Instagram stories post, email marketing with packages, and WhatsApp pieces.

The event was broadcast live on YouTube and Instagram with an audience of 1032. It was recorded and made available for later viewing.

VIRTUAL TRADE SHOW/DESTINATION PRESENTATIONS

Pe-Tra Mexican Destination Presentation, November 3, 2021

On November 3rd, VSPC participated in a destination webinar in Mexico with the Pe-Tra tour operator. The webinar called Hoy Florida reached out to over 18 Petra sales teams. Petra is one of the biggest tour operators focused on Business Travel and Leisure.

Primetour Brazilian Destination Presentation, November 12, 2021

VSPC conducted a virtual destination presentation to Primetour's well-established Brazilian travel agency sales team and travel advisors. The presentation gathered 135 trade professionals for over 20-minutes with a focus on luxury and unique destination experiences.

The presentation was a collaboration with Visit Florida, Paradise Coast, and Primetour, also known as a luxury travel agency that often promotes their packages to other Brazilian travel agencies.

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Expertia Travel Peruvian Destination Presentation, November 16, 2021

VSPC trained nine sales product managers from Expertia (part of Destinos Mudies) in a virtual destination presentation in Perú on November 16, 2021. Expertia has 640 collaborators and over 15 years of leadership experience in the Peruvian market and is among the 20 most significant travel agencies in Latin America.

Cielos Abiertos Colombia Destination Presentation, November 17, 2021

VSPC conducted a virtual destination presentation with Cielos Abiertos Colombia on November 17th, with an attendance of 12 travel professionals. The Cielos Abiertos is part of Grupo Aviatur and has 230 offices in 35 cities in Colombia with a team of over 4,000 travel professionals.