



# LATIN AMERICAN DEPARTMENT

## November 2022 TDC Report

### SALES INITIATIVES

#### **Festuris Trade Show, November 2-6, 2022**

The Festuris trade show is one of the largest Brazilian trade shows. SPC registered under the Visit Florida booth and granted us access to the opening ceremony and three days of the trade show, where we met with crucial tour operators, trade media, and travel advisors from Brazil, Argentina, and Uruguay.

Festuris show is among the country's most essential and effective tradeshow, with more than 8,000 trade professionals. The exhibition showcases international tourism companies in a particular niche divided into leisure, luxury, MICE, adventure, and culture.

In this year's participation, we updated the trade and the trade media about our destination attractions and upcoming hotels.

I negotiated forthcoming training and brought back the following 2023 opportunities:

- Confirmed our participation at the BWT Operadora (operator) Florida Day trade workshop the week following the WTM-LA show, and we discussed the opportunity to host their best producers travel advisor's FAM and client event.
- Reviewed and confirmed Orinter Tour & Travel digital elements for the Visit Florida Co-op program and the opportunity to participate in the WTM-LA show in partnership with Orinter.
- In the Copa Airlines executives meeting, we agreed to welcome the Copa Airlines Brazil FAM in June or July 2023.
- ETS OTA 2023 trade workshop opportunity, and we discussed the e-Bikes tours to include in her e-booking platform.
- Discussed final details with Diversa Turismo operator regarding the Mega FAM in December.

#### **Visit Florida Brazil Media FAM, November 13-15, 2022**

VSPC was pleased to partner with Brianna Barnebee Green | Senior Public Relations Account Executive, and Mitsi Goulias, Brazil Public Relations, and hosted the Visit Florida Brazil Media FAM to our destination on November 13-16, 2022, for a three-night stay.

Our collaboration with Visit Florida allowed us to showcase our destination to crucial Brazilian media clients and its outlets, and the VSPC's Latin America team took the opportunity to create new relationships and update existing clients.

Writer	Title	Outlet	Circulation
Pedro Martins	Deputy Editor	Folha de S. Paulo	310K issues per day 3M Instagram
Patricia Chermin	Reporter   Journalist	Qual Viagem	25K circulation 350K UVM 157K Instagram



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Kike Costa	Contributing Editor	29 Hours Magazine	65K print copies/month
Juliana Ogassawara	Deputy Editor	UOL portal  Nossa UOL Channel	50 M UVM (UOL) 54 K (Instagram)
Monique Lapa	Destination Editor	Melhores Destinos	3,3 M UVM 1,2M Instagram

Visit St. Pete Clearwater will receive numerous social posts following their visit and digital coverage following the visit.

#### **Travel Advisors Visit, November 17-19, 2022**

In the BWT Operator trade workshop, Andrea Gabel met and connected with Karen Costa-Smart Travel, Caroline Veiga-Enzzo Viagens, and Rodge Junkes-Intercultural Sao Jose. Norwegian invited them to their inaugural ship leaving Miami on 11/14. Andrea acknowledged the opportunity and asked them to extend their Florida trip and visit St. Pete Clearwater since they were interested in our destination.

The three Brazilian agencies were delighted with our destination, and they will offer, promote, and sell our region to any traveler that plans to visit Florida and the U.S.

The travel agencies and their locations are Smart Travel Agency from Foz do Iguacu, Enzzo Viagens, and Intercultural Sao Jose, both situated in Florianopolis.

#### **TRADE SHOW | DESTINATION PRESENTATIONS**

##### **U.S. Commercial Service Mexico Presentation – Focus Sports Spring Trainings, November 10, 2022**

The U.S. Commercial Service Mexico hosted and invited VSPC to participate in their webinar to promote the upcoming Spring-Training baseball games season in several cities in Arizona and Florida during the spring of 2023. The training included the participation of the MLB with a specific focus on the games. They also invited tourism offices of Arizona and Florida, states that mainly host these games, to present activities and attractions that Mexican travelers can enjoy while attending the games.

The webinar took place on Thursday, November 10th, at 10:00 a.m. for 2 hours. They invited the leading wholesale operators specializing in sporting events, general wholesalers, and specialized media (about 30 people). The webinar's objective was to create interest not only in the games but also in the cities and destinations that host them by providing the opportunity to talk about all the attractions that the Mexican traveler could experience while attending the games.

In VSPC participation, we had a 20-minute virtual promotional slot, so we communicated what the destination had to offer the Mexican traveler. The U.S. Commercial included our destination details in a virtual directory that the U.S. Commercial Service shared with the Mexican attendees.



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#### **Azul Linhas Aéreas (Airlines) & Azul Viagens Presentations, November 2022**

In November, the Azul Linhas Aéreas (Airlines) and the Azul Viagens tour operator U.S. product managers invited VSPC to provide destination training.

Joyce Silva, AVIAREPS job representant for SPC, provided two in-person destination presentations for 70 Azul professionals.