

LATIN AMERICAN DEPARTMENT

October 2019

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Santiago-Chile, October 11, 2019

In partnership with Visit Naples and with the help of Ladevi Chile VSPC hosted a destination breakfast workshop presentation in Santiago, Chile for 60 travel agents.

Chile is a South American located between the Andes to the east and the Pacific Ocean to the west. The central area of Chile, Santiago dominates in terms of population and it is the cultural and political center of the country. Chile is among South America's most economically and socially stable and prosperous nations, with a high-income economy and high living standards. Chile also has the VISA Waiver Program reciprocity agreement, so they can easily obtain Visas to travel to USA. Chileans love the beach and travel mostly to Florida.

During this visit and since VSPC is not renewing representation in Chile for the next fiscal year, sales meetings with top tour operators and OTA's, the USA Embassy, airlines and local press were conducted to plan future actions in that country moving forward without representation.

Orinter Tour Operator Workshop, October 7-11, 2019

Orinter Tour Operator have announced their 2019 Workshop in Sao Paulo, Brazil. Orinter holds 30% of the North American business in Brazil, and their goal with the Workshop is to maintain their share. The Workshop promoted USA destinations and business to 200+ key travel agents, in a sales training, destination seminar and business round with suppliers and buyers. Their Workshop Event had presence of specialized trade media.

Orinter have included the participation fee of the Workshop into their Visit Florida Co-op Marketing Campaign, that will run Jan-Mar 2020.

While in Sao Paulo/Brazil participating in Orinter Workshop, I also provided a detail destination interview at Brasilturis Trade Newspaper and visited Flot Viagens Tour Operator and RCI Travel Tour Operator, in order to promote our destination to their key clients.

Panorama of the Americas Magazine Visit, October 15-18, 2019

VSPC welcomed a journalist from Panorama of the Americas in Panama to explore our destination from October 15 - 18, 2019. This visit will guarantee an 8 pages editorial of coverage to our destination. Panorama of the Americas Magazine is the on-board magazine for Copa Airlines and can also be found at Copa airport clubs reaching 1.5 million travelers per month. Copa Airlines have more than 350 daily flights from Panama and serves 81 destinations in 33 Countries.

EASA Tradeshow, Costa Rica, October 17, 2019

VSPC in conjunction with Visit Tampa Bay conducted a 15 minutes presentation at EASA Tradeshow Costa Rica to 200 travel agents. EASA is the biggest Tour Operator in Costa Rica.

Orinter Tour Operator & Copa Airlines Brazil FAM, October 23-26, 2019

VSPC welcomed to our destination in a partnership with Visit Tampa Bay, the Orinter Tour Operator & Copa Airlines Brazil FAM.

We welcomed the Orinter Tour Operator FAM with (10) key travel agents and (1) Tour Operator North America product manager.