

LATIN AMERICAN DEPARTMENT

October 2020 TDC Report

SALES INITIATIVES/DESTINATION PRESENTATIONS

ANATO Colombia Virtual Tradeshow, October 07, 2020

On October 7, VSPC participated in a Virtual Trade Show with ANATO Colombia. Several Florida destinations participated in this event, including Discover the Palm Beaches and Visit Central Florida. VSPC and the West Coast destinations (Visit Tampa Bay and Naples) presented together in a separate session. 51 total trade professionals in the Colombian market participated in the virtual event.

AGAXTUR Tour Operator Incentive Campaign, October 9, 2020

Conducted an incentive campaign in partnership with AGAXTUR Brazilian Tour Operator training 93 trade attendees to become experts in “Brand USA Advisory VSPC Program”.

Campaign was live October 9th and ended on November 9, 2020.

Brand USA Mexico, October 16, 2020

VSPC in partnership with Brand USA Mexico and West Coast partners conducted a webinar to the trade that reach more than 85 travel professionals. We also promote the USA Discovery incentive program, where travel agents can collect a VSPC badge for becoming well-versed in our destination.

Brasil Travel News – Tourism Podcast Interview, October 26, 2020

Eduarda Miranda, Brazilian journalist from Brasil Travel News, invited St. Pete Clearwater for a destination update, in their Tourism Podcast called “Seu Podcast de Turismo”.

Andrea provided an overview of the destination with emphasis in new attractions, hotels, culture and gastronomy. Podcast episode was part of BTN trade newsletter.

Ecuador Virtual Trade Mission, October 28, 2020

On October 28th, VSPC participated in a Virtual Trade Mission for the Ecuador market. This trade mission was hosted by the Pinellas Realtor Organization. Along with Visit Tampa Bay, VSPC had the opportunity to educate more than 40 realty professionals in Ecuador about the destination’s offerings for visitors and possible new residents.

Procurando em Orlando, Brazilian Tourism Podcast, October 29, 2020

Andrea provided a 1-hour overview of the destination with emphasis on new attractions, hotels, culture and gastronomy in a LIVE Tourism Podcast Channel, “Procurando em Orlando” with Valmir Menoncello.

MARKETING INITIATIVES

- Working with Magic Blue Turismo, a Brazilian Tour Operator, to create a new trade initiative campaign to promote VSPC Specialist Training – in Brand USA Advisory Platform. Focus of campaign in January 2021.
- Have created (4) Brazilian trade Incentive Campaigns to promote Visit St. Pete Clearwater – Brand USA Advisory Specialist Training, in partnership with Brazilian tour and receptive operators. Have reached a total of 215 trained trade Brazilian specialist in our destination.

VIRTUAL MEETINGS/TRAINING

- In November, we will present our destination in three virtual presentations in partnership with Tour Operators, Visit Florida and West Coast of Florida Destinations.