

# LATIN AMERICAN DEPARTMENT

## September 2021 TDC Report

### SALES INITIATIVES

#### New Portuguese destination videos, September 15-17, 2021

VSPC welcomed Brazilian journalist and influencer, Patrícia Maldonado, from *Família Muda Tudo Leisure Blog* and CNN Brasil foreign international correspondent. VSPC collaborated with Patrícia to produce two new Portuguese videos with a voice-over. Produced videos will be a tool to promote the destination with Portuguese-speaking local communities in the U.S. and the Brazilian market, focusing on the B2B market and educating Brazilian travel advisors and tour operators.

While in the destination, Patrícia Maldonado posted multiple stories on Instagram. As a digital influencer, her expertise is in promoting tourism for a family audience with 979k followers with a profile of 90% Brazilian.

#### SS Mexico Media Visit, September 24-27, 2021

VSPC welcomed SS Media from Mexico on September 24-27, 2021 to explore indoor and outdoor attractions in the destination for exposure in their publications. SS Media is the most important high-end media conglomerate in Mexico, distributing 3 of its own publications and 3 custom publications throughout Mexico. These publications include US Traveler, TRADENEWS, and Jet News.

Additionally, their social media has a combined reach of more than 156K followers. And their websites have 105K unique visitors combined.

- VSPC will receive an editorial directed to the trade and highlight attractions in social media.

### MARKETING INITIATIVES

#### September 2021 Spanish and Portuguese New & Now

LATAM team translated the September 2021 New & Now and sent it to our Latin American database, which reaches more than 340+ trade and media contacts in key markets. The New & Now for September focused on announcing the opening of new museums, exhibitions, and attractions, such as the Museum of Arts and Crafts Movement and Fairgrounds St. Pete, as well as the announcement for expansions at Clearwater Marine Aquarium to support manatee rehabilitation.

### TRADE SHOW/TRAINING

#### 2021 IPW Trade Show, September 20-22, 2021

Participated in 2021 IPW in-person trade show and reconnected and met key clients from LATAM markets: Brazil, Mexico, Colombia, and Argentina. Sought opportunities for virtual webinar destination presentations in LATAM markets and conducted meetings focusing on potential Portuguese and Spanish specialist destination training and product promotion.

My IPW meetings focused on updating receptive and tour operators, OTA, and trade media on what's new in our destination and how to promote new destination packages.

I had a total of 32 B2B appointments and additionally met with captivating digital influencers to promote our destination on their platforms.