

# **LATIN AMERICA DEPARTMENT**

## **June 2020**

### **Report Submitted by: Latin America Department**

#### **Agaxtur Tour Operator Destination Webinar, June 4, 2020**

Brazilian Tour Operator with 60 years in the trade market with headquarters in Sao Paulo. Agaxtur is one of the few Brazilian tour operators that provides direct business to consumers.

On June 4<sup>th</sup>, VSPC presented a destination webinar to over 130 travel agencies.

- Agaxtur Tour Operator was a nominee of IPW 2020 Chairman's Circle Honors.

#### **Aero Tur/Desintos a Medida Destination Webinar, June 9, 2020**

Aero Tur is a wholesaler/tour operator based in Argentina that covers the markets of Argentina, Brazil, Peru, Colombia, Venezuela, Central America, the Caribbean, and Mexico.

On June 9<sup>th</sup>, in conjunction with Visit Tampa Bay and the West Coast Initiative, VSPC presented to 40 agents with one of Aero Tur's clients, *Destinos a Medida*. This specific agency sells high-end products and destinations to the Argentinian market traveling to the United States.

#### **Bancorbrás Tour Operator Destination Webinar, June 12, 2020**

Bancorbrás Viagens e Turismo is a Brazilian Tour Operator, with over 35 years of experience in the trade. Bancorbrás has gained visibility in the fields of consortium and tourism insurance.

VSPC presented on June 12<sup>th</sup>, our destination in a LIVE webinar to Bancorbrás trade clients, in partnership with American Airlines Brazil north America product manager.

#### **Personal RGE Destination Webinar, June 16 & 17, 2020**

Personal RGE is a receptive tour operator located in Orlando. They are an authorized Reseller of Walt Disney World, Disney Cruise Line, and Disneyland California. This receptive handles individual and group reservations within the United States of America using their direct contracts with hotels in Florida, New York, Los Angeles, San Francisco, Las Vegas, Chicago Washington, among other cities. They also have transfer services in Portuguese and contracts with the main attractions at major cities.

VSPC had the pleasure of presenting our destination to Personal RGE's clients.

- 1<sup>st</sup> Webinar presentation on June 16<sup>th</sup>, to Brazilian and Portugal travel agencies. There were over 120 agents present.
- 2<sup>nd</sup> Webinar presentation on June 17<sup>th</sup>, to Spanish-speaking agents that attended the training webinar from various countries, including Ecuador, Spain, Colombia, Mexico, and various others. There were over 40 agents present.

#### **All Seasons Destination Webinar, June 17, 2020**

All Seasons is one of the largest travel agencies in Argentina with authorization to sell Disney World tickets. All Seasons is one of LATAM department's strongest partners and we have done multiple campaigns in the past, both co-op and direct, with them.

VSPC had the opportunity to host a destination training webinar for over 100 All Seasons travel agents and conduct a detailed Q&A at the end of the presentation.

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## **Brazilian Travel Agents Destination Webinar, June 17-19-22, 2020**

In partnership with Visit Florida, Paradise Coast DMO and Hertz International, we conducted (3) destination webinars on June 17<sup>th</sup>, 19<sup>th</sup> and 22<sup>nd</sup>.

Each partner presented our product in a 20-minutes presentation, and each presentation was targeted to the trade in different areas of Brazil;

- June 17<sup>th</sup> reached travel agents from south of Brazil
- June 19<sup>th</sup> reached travel agents from Rio de Janeiro and Belo Horizonte regions
- June 22<sup>nd</sup> reached travel agents from northeast of the country

## **Aero Tur Travel Agents Destination Webinar, June 23, 2020**

Aero Tur is a wholesaler/tour operator based in Argentina that covers the markets of Argentina, Brazil, Peru, Colombia, Venezuela, Central America, the Caribbean, and Mexico.

Along with the all members of the West Coast Initiative (Tampa Bay, Naples, and Fort Myers), VSPC presented to nearly 100 Aero Tur travel agents. The focus of this training webinar was the West Coast's beach destinations.