

LATIN AMERICA DEPARTMENT

September 2020 TDC Report

AEROMUNDO (Uruguay) Webinar, September 10, 2020

Alongside Naples, VSPC participated in a webinar hosted by tour operator AEROMUNDO to promote the West Coast of Florida to the Uruguayan market. The presentation reached over 40 trade professionals.

BWT Tour Operator Brazilian Incentive Campaign, September 11-30, 2020

In a partnership with BWT Brazilian Tour Operator we created an incentive campaign to promote Brand USA Advisory VSPC Trade Specialist Training. Campaign ran August 11-30, 2020 with the intention to promote our Digital Training Platform. The trade client will become a specialist in our destination.

Results of campaign included 45 trade specialist badges completed, and a LIVE Chat in BWT YouTube Channel with destination updates.

Visit USA Colombia Webinar, September 15, 2020

Together with Naples and Visit USA Colombia, VSPC hosted a webinar to promote our destination. This presentation reached over 40 trade professionals based in the Colombian market. Visit Tampa Bay and Fort Myers presented the following week as part of the same webinar series.

Visit Florida and Partners Webinar, September 23, 2020

In partnership with Visit Florida and Naples CVB, VSPC had the opportunity to promote the destination in a webinar for the Mexican market. The webinar reached 32 trade professionals based in Mexico.

Visit Florida Mexico and Partners Webinar, September 30, 2020

VSPC participated in Visit Florida Mexico and Partners Webinar on September 30th in conjunction with Visit Palm Beaches and Visit Tampa Bay. VSPC conducted a 20 minutes destination presentation to 81 travel professionals in Mexico.

Virtual Brazil Trade Mission, September 30, 2020

In partnership with Pinellas Realtor Organization, VSPC provided a 15 minute presentation to highlight destination to their key clients.

This is the 3rd presentation in conjunction with Pinellas Realtor Organization. We have confirmed VSPC destination will present during their Virtual Uruguay Trade Mission on October 28, 2020.