



ST.PETE CLEARWATER

Latin America

FY 2021 BUDGET WORKSHOP



Latin America FY 2020 Sales Plan

RECAP

GOAL 1:

Effectively promote air travel and drive visitation to the destination from top Latin America feeder Markets.

- By the end of September 2020, the Latin America Department will have attended 5 Trade Shows/Workshops and 6 Sales Missions targeting the trade of top producer markets (Brazil, Argentina, Mexico and Colombia).
 - Participated in Festuris, AA Tours, Expo Mayorista, Connect Travel Marketplace and Neextt trade shows and still plan to participate in Hotelbeds Market Hub and La Cita de Las Americas Trade Show.
 - Completed Chile, Costa Rica, Spain, South and North of Brazil, Sao Paulo Missions and still plan to complete Argentina Sales Mission.
 - Did not participate in FIT, Visit USA Uruguay and ANATO Trade Shows. Unable to participate in Agaxtur, WTM-LA, Visit Florida Mexico, IPW, Visit USA Brazil, Expo Mayorista and Flytour Hiper Feirao Shows due to the pandemic.
 - Did not complete Colombia, Mexico, Ecuador, Peru Sales Missions. Unable to complete Central America, Uruguay, Puerto Rico & Dominican Republic and Panama Sales Missions due to the pandemic.
- When promoting our destination at Latin America trade shows, sales missions and workshops, we have carefully evaluated the opportunities of partnership with Brand USA, Visit USA Committees, Visit Florida and Florida West Coast CVB's.
 - Participated in Festuris Trade Show and completed Chile and Spain Sales Missions in partnership with Florida West Coast CVB's.
- Partnered with key Wholesaler, Tour Operator and OTA's (On-line Travel Agencies) to increase awareness and knowledge of our destination by actively working the markets, providing intensive training, and participating in Co-op campaigns. Booked from the Brazilian market - 5,067 room nights by January 2020.

GOAL 2:

Create, produce and place Latin America destination tourism advertising, with the support and guidance of VSPC's Advertising and Digital Departments.





- By the end of September 2020, the Latin America Department will have partnered in 5 Trade and 6 consumer Co-op Marketing Campaigns with the support of the Advertising and Digital Departments.
 - Visit Florida (VF) informed VSPC on June 5, 2020 that All Co-op Programs paused due to the pandemic will end immediately. VF will contact tour operators and provide VSPC with campaign results.
 - In our partnership with Visit Florida, we completed 4 Co-op Campaigns in Latin America key markets with All Seasons in Argentina, Viajes El Corte Inglés in Mexico, Price Travel Colombia and Mexico.
- By the end of February 2020, participated in 2 Co-op marketing campaigns with Brazilian Tour Operator in partnership with Brand USA and Visit Florida.
 - Completed Agaxtur Tour Operator Co-op Program and Viajenet OTA Co-op Program in partnership with Visit Florida.
- Produced a combined total of 24,500 Portuguese and 51,000 Spanish destination marketing magazines and brochures for distribution in Brazil, Argentina, Chile, Spain, Mexico and Colombia.
- By the end of February 2020, the Latin America Department had new destination video content translated to Portuguese and Spanish.

GOAL 3:

Elevate St. Pete Clearwater brand awareness in Latin America through publicity.

- Latin America Department created a digital and media relations radio campaign in Argentina that ran from September to November 2019.
 - Campaign with Mensajeros Producciones, a multiplatform press company, with both trade and consumer-focused publications, websites and radio shows. The radio campaign ran in 21 stations across the country. The online banner reached 9,400 impressions from 4,470 unique users and the generated database reached 1,119 responses with emails. On Instagram, the contest posts had a reach of 1,845 unique users and 3,260 impressions and the St. Pete/Clearwater beach note had a reach of 926 unique users and 1,529 impressions.
- Hosted 1 Tour Operator Brazilian FAM and 3 Latin America Press visits by the end of February 2020.
 - Welcomed Orinter Tour Operator & Copa Airlines FAM in October 2020. FAM was composed of Orinter Tour Operator North America product manager, Copa Airlines Sao Paulo/Brazil sales representative and 10 of their key travel agents.





- Panorama of the Americas Magazine Panama Media Visit in October 2019, it is the on-board magazine of Copa Airlines and can also be found in the Copa Club Airport Lounges for Premier passengers. By hosting Panama Press, our destination received an 8-page editorial of our destination projected to reach approximately 1.5 million travelers during the month of January 2020 (Copa Airlines has more than 350 daily flights from Panama and serves 81 destinations in 33 Countries).
- Hosted Mexico Media Visit in November 2019. In partnership with Visit Florida, welcomed Carlos Arenas, TV host of "Sale el Sol," a dynamic morning program that is part of Grupo Imagen TV. This show was broadcast throughout Mexico Monday through Friday at 9:00AM with a TV audience of 3 Million viewers.
- Flytour Tour Operator (key travel agency) visit to our destination in November 2019.
- Ladevi Trade Argentina Media visit in December 2019. Journalists met with Latin America Director and Vice President of Business Development to review new opportunities for FY21. Ladevi is positioned as the most influential trade magazine and platform for the Latin America and Caribbean travel industry.
- Unable to welcome La Opinion Media visit from Argentina and Roccio Spanish Influencer from Spain in April due to pandemic. Working to set a new date in partnership with Visit Naples, Visit Fort Myers and Visit Tampa Bay.

GOAL 4:

Collaborate with other Florida Gulf Coast CVB's to encourage and increase overall visitations to the Gulf Coast of Florida and to our respective cities.

- Created a 4-destination West Coast of Florida itinerary brochure to promote the Gulf Coast and Visit St. Pete Clearwater area.
- By the end of February 2020, the Latin America Department will have partnered with the West Coast of Florida CVB's on 2 Sales Missions (Chile and Spain).
 - Chile Sales Mission was completed in October 2019.
 - Spain Sales Mission was completed in January 2020.
- By the end of February 2020, the Latin America Department and Florida Gulf Coast CVB's have designed and built itineraries and vacation packages with All Season Tour Operator in Argentina.





Latin America FY 2021 Budget Summary

Sales

(11) Trade Shows	\$40,500
(14) Sales Missions	\$40,000
Client Events	\$175,000

Total Sales	\$255,500
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Travel	\$45,100
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Total Budget Request	\$300,600
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FY20 Budget	\$1,108,250
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Variance*	-73%
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*Variance is a result in shift to concentrate on most valuable producing markets in Latin America (Brazil, Argentina, Mexico and Colombia) and reductions due to Covid-19.




Latin America
FY 2021 Budget Request

	Location	Dates	Travel	Sales Cost	Total Budget
Trade Shows					
FESTURIS	Gramado, Brazil	November	\$3,500	\$6,000	\$9,500
Connect Travel Marketplace	Orlando, FL	February	\$1,900	\$4,000	\$5,900
ANATO	Bogota, Colombia	February	\$2,800	\$5,000	\$7,800
WTM Latin America (2)	Sao Paulo, Brazil	April	\$4,500	\$4,000	\$8,500
Visit USA Brazil	Sao Paulo, Brazil	April		\$2,000	\$2,000
IPW 2021	Chicago, IL	April	\$2,000	\$10,000	\$12,000
Hotelbeds Market Hub Americas	Cancun, Mexico	May	\$2,500	\$6,000	\$8,500
La CITA de Las Americas	TBD, FL	September	\$1,800	\$3,500	\$5,300
Total Trade Shows					\$59,500
Sales Missions					
Orinter Tour Operator USA Workshop	Sao Paulo, Brazil	October	\$3,000	\$5,000	\$8,000
Visit Florida Brazil Roadshow	3 Cities TBD, Brazil	December	\$3,000	\$3,000	\$6,000
ECTU Ladevi Workshop	Buenos Aires, Argentina	March	\$2,800	\$5,000	\$7,800
Expo Mayorista Roadshow	Merida, Mexico City and Puebla Mexico	March	\$3,500	\$3,000	\$6,500
Price Travel Tour Operator Workshop	Mexico City, Mexico	June	\$2,500	\$4,000	\$6,500
Sales Mission Argentina (1)	Buenos Aires and Cordoba	August	\$3,500	\$10,000	\$13,500
FRT Tour Operator Workshop*	Foz do Iguacu/ Brazil	September	\$3,000	\$5,000	\$8,000
Casa do Agente Workshop*	Sao Paulo, Brazil	TBD	\$2,800	\$5,000	\$7,800
Airline Support (1 Trip)*	TBD	TBD	\$2,000		\$2,000
Total Sales Missions					\$66,100
Client Events					
Press Visits	Media, Social Media Influencers	Year Round		\$25,000	\$25,000
Familiarization Trips	Partners, Tour Operators, Travel Agent Promotions & Sweepstakes	Year Round		\$100,000	\$100,000
Fam Transportation		Year Round		\$50,000	\$50,000
Total Client Events					\$175,000
Total Latin America Budget			\$45,100	\$255,500	\$300,600
* Indicates New Initiative			Total Budget Request		\$300,600





Latin America			
Show/Event	Location	Dates	Benefit
FESTURIS	Gramado, Brazil	November	Festuris Tourism Trade Show is targeted toward specific niche markets. During this show there are continual destination training workshops. The event draws in more than 10,000 travel professionals annually, and it is Brazil's 2nd largest show for the trade.
Connect Travel Marketplace	Orlando, FL	February	Hosted-buyer show that brings together active planners, suppliers and experts in corporate, association, specialty, leisure, sports, meetings and events for preset appointments, general sessions, planner/supplier and quality networking. Attendance from LATAM & Brazil accounts have been very strong, with 40-45 appointments each year. Show provides the opportunity to meet with (40-45) key international buyers.
ANATO	Bogota, Colombia	February/March	Colombia key trade show for the tourism industry. This show is attended by 15K+ Colombian and Central American travel professionals along with all major LATAM airlines and press from the region.
WTM Latin America	Sao Paulo, Brazil	April	Annual tradeshow, attended by 7,500 travel industry professionals including Corporate, MICE and +500 press. We participate as part of the Visit Florida booth along with other FL destinations including Tampa, Ft. Lauderdale, Fort Myers and Palm Beach. WTM-LA is Brazil's largest and main tourism show in the country.
Visit USA Brazil	Sao Paulo, Campinas & Curitiba	April	Only U.S. travel products can be exhibited at this Visit USA event. This tradeshow and workshop presentation is attended by 400-500 travel agent in each city.
IPW 2021	Chicago, IL	April	This show is the premier international marketplace and largest generator of travel to the U.S. One on One appointment show with about 70-80 Latin America meetings. The show attracts each year more than 1,300 exhibitor booths held by U.S. suppliers of USA travel products and destinations and more than 6,200 attendees, including 1,300 international and domestic travel buyers and 500 journalists representing more than 70 countries. Largest tourism trade show in U.S.
Hotelbeds Market Hub	Mexico/Caribbean	May	Hotelbeds hosted-buyers show- 350 leading tour operators from 20 different LATAM source markets. Hotelbeds is the largest bed banks. Production for 2019 Campaign 8,605 room nights.
La Cita de Las Americas	TBD, FL	September	Annual One on One tradeshow with Latin America buyers. The show counts with 65+ international buyers, 5 receptive tour operators and 35+ international media. Opportunity to meet with buyers from key Latin America markets in 2nd semester of the year.
Sales Missions			
Orinter Tour Operator Workshop	Sao Paulo, Brazil	October	Annual educational workshop with destination presentation and networking event. The event guarantees an attendance of 250+ trade attendance (travel agents). Orinter tour operator works with our destination packages and very strong in Sao Paulo and south of Brazil region.
Visit Florida Brazil Capital Cities Roadshow	3 Cities TBD, Brazil	December	Repeat event with strategic new cities. The roadshow includes workshop, destination training and client networking in Brazil's capital cities that have an increasing number of flights and a considerable growth in the number of passengers. In each city is expected an attendance of 70+ professionals.
ECTU Ladevi Workshop	Buenos Aires, Argentina	March	Annual trade fair for travel agents. Expected fair trade attendance of 700 professionals. Opportunity to provide destination presentation to tour operators and travel agents. Show is produced by Argentina key trade media.
Expo Mayorista Roadshow	3 Cities, Mexico	March	Annual Mexico roadshow with presentation and workshop for 1,150 travel agents. Well known show offering destination presentation in reserved area.
Price Travel Tour Operator Workshop	Mexico City, Mexico	June	Sales calls and destination presentation with tour operator in Mexico area. Workshop open to trade and final consumer. Expected to have an attendance over 350 professionals and 3,500+ consumers. Price Travel is the largest tour operator in Argentina.
Sales Mission Argentina	Buenos Aires and Cordoba	August	Sales calls and destination presentation covering 2 major cities. Each destination presentations for 45+ trade and media for a total of 100+ participants.





Show/Event	Location	Dates	Benefit
FRT Tour Operator Workshop*	Foz do Iguacu, Brazil	September	Annual tour operator trade event in Foz do Iguacu area. Workshop brings together 200+ travel agents. FRT tour operator is a strong operator with base in Foz do Iguacu/south of Brazil.
Casa do Agente Workshop*	Sao Paulo, Brazil	TBD	Annual trade workshops with presentations and One on One meetings. Presentations to 200 travel agents and one on one meetings to 20 tour operators.
Airline Support	TBD	TBD	Sales mission focused on a partnership between destination airport partners and Brazilian Airlines with a vision of expanding the Brazil-Tampa Bay market.
Client Events			
Press Visits	Media, Social Media Influencers	Year Round	Media visits and Influencer are key components to a successful media relations strategy. LATAM press trips consist of individual media visits or small groups, maybe up to 4 or 5 journalists at a time.
Familiarization Trips	VP, Partners, Tour Operators, Travel Agent, Promotions & Sweepstakes	Year Round	Welcoming trade familiarization groups is a tool to promote our destination by creating an unique experience including a maximum of activities and site inspections of our hotel and attraction partners.
Fam Transportation		Year Round	Local transportation budget for press and travel industry FAMS.

*Indicates New Initiative



Latin America FY 2021 Sales Plan

GOAL 1:

Increase awareness and knowledge of the St. Pete Clearwater area as a leisure destination to key markets in Latin America; Brazil, Argentina, Mexico and Colombia.

STRATEGIES:

- Organize and execute sales missions and client events in key Latin America markets. Attend Tradeshows and workshops where there are opportunities to conduct destination presentations.
 - Attend Festuris Trade Show in Gramado/Brazil (November 2020) – Exposure to the luxury niche.
 - Attend ANATO Trade Show in Bogota/Colombia (February 2021) – Exposure to largest trade show in Colombia.
 - Attend World Travel Market – Latin America Trade Show (April 2021) – Exposure to 7,500 trade professionals from Brazil and Latin America.
 - Attend IPW International Pow Wow Trade Show (April 2021) – Exposure to all key clients from our target markets.
- Collaborate with key wholesale, tour and receptive operators, travel agencies and airline representatives to promote our destination packages to drive and air travel demand.
 - Expand our goal by adding 1-2 additional Brazilian tour operators/OTAs (Online Travel Agents) to focus on St. Pete Clearwater area.
- When promoting our destination at trade shows, sales missions and workshops in Latin America, evaluate the opportunities to partner with Brand USA, Visit USA Committees and Visit Florida.
- Assist wholesaler and tour operators as a liaison with hotel partners on potential destination leads.



GOAL 2:

Digital Partnership: Continue to work with the Digital and Advertising Departments to create St. Pete Clearwater brand awareness and metric movement by producing specific content and marketing strategies for key Latin America markets.

STRATEGIES:

- Maintain a year-round media/advertising presence in key Latin America markets.
- In partnership with Digital/Advertising Departments, continue to develop specific content to key markets.
- Create promotional digital content in partnership with tour operators/OTA (Online Travel Agents).
- Ensure clear communication of market needs with Digital/Advertising Departments and third-party advertising agencies.

GOAL 3:

Host a minimum of 3 familiarization groups and Influencer visits to promote destination awareness in key Latin America markets.

STRATEGIES:

- Evaluate groups requesting a familiarization tour to our destination by assessing the tour operator's markets and numbers to Florida.
 - In partnership with an airline (American, Copa, Latam, Aerolíneas Argentinas, United or Azul Airlines), we will host 1 tour operator FAM from each region (Brazil, Mexico and Argentina).
 - In partnership with Visit Florida or Brand USA we will host 1 digital Influencer from Brazil and Mexico. Influencer will be responsible to provide destination digital content in their platform(s).
 - In partnership with Argentina Influencers, we will host 1 digital Influencer from Argentina. Influencer will be responsible to provide destination digital content in their platform(s).
- Create unique experiences including a maximum of activities and site inspections of our hotel and attractions partners. When creating agendas for FAM's,



collaborate with our hotel partners and attractions to create a unique experience for the clients.

- Follow up with past familiarization groups at every opportunity when conducting business in their countries. When travelling to Latin America for Sales Missions and trade shows, follow up with tour operators that were recently here with a FAM tour, to discuss potential future business.

GOAL 4:

Produce collateral in Portuguese and Spanish languages to distribute to our key markets.

STRATEGIES:

- Continue to translate and produce our Gulf to Bay Magazine in Portuguese and Spanish to distribute to our Latin America clients; wholesaler, receptive and tour operator, travel industry, airline industry and consumers.
 - Produce and distribute 8,000 magazines/brochures in Brazil, 8,000 in Mexico, 6,000 in Argentina and 5,000 in Colombia.
- Create and design a new Portuguese and Spanish destination brochure for 2021.
 - Produce and distribute 5,000 destination brochures for Brazil, 5,000 for Mexico, 3,000 for Argentina and 3,000 for Colombia.
- Create, design and update our Latin America partner hotel and attraction brochures in both Portuguese and Spanish.
 - Produce and distribute 3,000 to Brazil, 3,000 to Mexico, 2,000 to Argentina and 2,000 to Colombia.

GOAL 5:

Collaborate with Florida Gulf Coast CVB's to encourage and increase overall visitation to the Gulf Coast of Florida and St. Pete Clearwater.

STRATEGIES:

- Consolidate efforts, budgets and contacts to strengthen our position and partnerships in Latin America top key markets.





- Assist wholesale, receptive and tour operator when they are creating itineraries to ensure partner hotels and attractions that are featured in our packages, are included.
 - Continue to share updated destination content in order to stay relevant in wholesalers/tour operator's programs.

