

# LATIN AMERICAN DEPARTMENT

## SEPTEMBER 2016

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### September 6-9, 2016

VSPC Participated of Florida Huddle 1<sup>st</sup> ever Mexico Tradeshow.

There were pre-scheduled appointment day where we met with 21 tour operators, the tradeshow was attended by over 200 travel agents from Mexico city.

VSPC had a 30 minutes destination presented during one of the lunches

There was a reception for the media, where we met the Mexico travel editor for Rolling Stones who after seeing our presentation changed his Florida travel plans and will be arriving in SPC on Thursday, November 10 with his photographer to cover the destination.

### September 10-12

VSPC hosted a Latin America FAM with 32 travel agents from Peru, Ecuador & Colombia

### September 12-18, 2016

VSPC Attended Mercado & Eventos sales mission to 2 main South Brazil cities;

**Porto Alegre**- with a population of 1,509,939 inhabitants makes it the tenth most populous city in the country and the centre of Brazil's fourth largest metropolitan area, with 4,405,760 inhabitants.

**Sao Paulo**- São Paulo a municipality located in the southeast region of Brazil. The metropolis is an alpha global city—as listed by the GAWC—and is the most populous city in Brazil, the Americas, and the Southern Hemisphere with over 10 Million people . The municipality is also Earth's 12th largest city proper by population. The city is the capita of São Paulo and Brazil's most populous and wealthiest state.

Events attended by more than 325 Travel Agents

The Mission included meet & greet of travel agents, destination presentation, immersive room with VSPC 360 degrees video and networking cocktail for agents and media.

Porto Alegre and Sao Paulo, Brazil

Through our Marketing reps in Latin America we hosted several events in Argentina and Chile