

Latin America

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Our goal over the summer months has been working on packages for the low season mid August through Sept. The hoteliers provided the receptive tour operators with 3 or 4 Night free packages that are being combined with air, tickets and car rental and sold in combination with Orlando and the parks.

7 FAM'S have been confirmed for the months of July-September from Brazil(2), Paraguay, Peru, Central America, Argentina. Most interesting is that the FAM'S are with different airlines, Delta, TAM, Avianca and Copa which represents that this airlines and the tour operators see the potential in this market.

JUNE

Peru has been one of the top 5 markets for The Copa flight into Tampa for the last 3 months as well as the next three. We had the opportunity to put together a presentation for 50 of the major tour operators and travel agents in Lima, Peru on Tuesday the 3rd of June. Copa and media were present as well. We also conducted sales calls and presentations during the week there.

Costa Rica another of the markets that has been in the top spots of the Copa flight. We organized a breakfast presentation in San Jose where we were expecting 65 people and 95 actually showed up including about 6 press representatives that covered the event for media.

El Salvador, we had a breakfast presentation with 50 tour operators and travel agents and Copa not only Copa Vacations wholesalers participated but also those that sell through Avianca. Two agents presentations and sales calls were also included in the agenda.

Attractive Packages & Promotional campaigns including e-mail blasts and flyers have been printed in Spanish including the hotels offers and the City Pass offers. The events were very well covered by the press and many good opportunities have come out of our visit that we will be following in the coming months.

JULY

We had a meeting with Copa in July 2nd where we discuss all initiatives and plans for the upcoming months for low and high seasons. Our goal is to unite our efforts to promote in the markets that are mutually beneficial for the flight and our destination.

Sales Mission Argentina with tour operator to Buenos Aires, Mar de Plata, rosario and Mendoza. Sales calls and presentations to several top tour operators. Meeting with Aereolineas Argentinas-Tourist Guide Touristour, Delta Airlines to discuss possible promotion with them, coordinate our participation in FIT and visit to Despegar.