

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Caitlan Etchevers & Tracy Vaughan</p> <p>What: WTM LATAM / Latin American Trade Show for Consumers, Tour Operators and Travel Advisors</p> <p>When: April 14th – 16th, 2025</p> <p>Where: Sao Paulo, Brazil</p> <p>Why: Leading B2B event in LATAM with over 29,000 travel professionals</p>
Fantastic Five Takeaway #1	Our location within the Visit USA Pavillion with a premier, corner spot and beautiful imagery that helped draw attention from trade show attendees to stop and look, take pictures and inquire for more info.
Fantastic Five Takeaway #2	Our representative in Brazil coordinated over twenty-five appointments with top media, operators and agencies and we were able to use the shows scanning technology, so we captured hundreds of emails of agents and people interested in our destination for follow up.
Fantastic Five Takeaway #3	The current market in Brazil continues to be strong to Florida despite any global economic / political turbulence. The sentiment in Brazil is that they will continue to travel to Florida. They still love coming to the USA and any dip in travel is related to the fluctuating dollar. If the dollar goes down, they will most likely travel more to the US to spend more.
Fantastic Five Takeaway #4	Shopping and the parks continue to be main drivers for Brazilian travel and their affinity to Sawgrass Mills continues to be very strong, which we will continue to capitalize on. The World Cup 2026 was also part of nearly all our conversations and our new FUTBOL Guide in Portuguese was a hit. Operators are working on packages right now. We will be sending out information from some of our meetings about opportunities to package with operators like CVC Corp.
Fantastic Five Takeaway #5	We continue to receive requests for local receptive operators that work in the LATAM market. In Brazil, they will mostly use ones out of Orlando, but this does continue to be part of the conversation. Many of the operators are booking through web beds, hotel beds, Expedia, etc. Visit Lauderdale is working on analyzing co-ops with several operators to increase our market share and stay relevant in this market.