



Industry

Travel & Tourism

Services

Trade Representation

Marketing

Public Relations

Date of Service

July 2021 – June 2022

Case Study

Travel Trade Engagement Bolsters Florida’s Appeal to Colombian, Ecuadorian, and Peruvian Travelers

Situation

The United States is the top destination for Colombians, Ecuadorians, and Peruvians traveling abroad, and Florida is one of the most popular destinations within these countries with significant growth potential to attract more travelers from these countries. VISIT FLORIDA commissioned PTG Consulting to increase brand awareness and showcase the state's top attractions with the goal of increasing the tourism product in these markets and, in turn, help increase arrivals, length of stay, and spend. PTG Consulting was also appointed to develop public relations efforts and increase VISIT FLORIDA's positioning in Colombia, Ecuador, and Peru.

Solution

PTG Consulting developed and implemented an integrated sales and marketing strategy targeting the travel industry in Colombia, Ecuador, and Peru to raise awareness and position Florida as a premier travel destination, and increasing the availability of travel products from destinations and attractions outside Miami and Orlando to the market. The strategy consisted of a Florida specialist program, educational webinars, and partnership with travel trade media.

Throughout the year-long campaign, PTG Consulting positioned different Florida destinations in addition to Miami and Orlando, effectively communicating the attractions and experiences that can be enjoyed in all of the Sunshine State’s destinations.



Results

- ✓ Developed and grew a database of Colombian, Ecuadorian, and Peruvian tour operators by 210%, and Floridian products for sale by 95%
- ✓ Held 170+ virtual and in-person meetings to educate trade on the destination and encourage product development and sales
- ✓ Developed content for and distributed monthly newsletters to database of over 6,000 trade industry professionals across Colombia, Ecuador, and Peru
- ✓ Conducted webinars and in-person seminars, and attended primary tradeshows in each market to train and educate over 3,600 trade professionals
- ✓ Negotiated guest of honor appearance for VISIT FLORIDA ANATO's Vitrina Turistica, the largest tourism trade show in Bogota, Colombia and one of the most important in South America
- ✓ Developed and managed the first trade mission for VISIT FLORIDA and its' partner Disney Destinations to visit Ecuador and Peru, meeting with over 12 tour operators travel advisors
- ✓ Developed and distributed 23 press releases to primary media in all markets, securing over 250 articles
- ✓ Arranged multiple individual press trips to Florida, resulting in 118 articles with an estimated Ad/Media Value of US\$813,000
- ✓ Arranged and hosted a media FAM trip resulting in eight (8) articles for an Ad/Media Value of US\$52,000
- ✓ Ad/Media value from Leadership Trip (The first commercial mission conducted by 6 CEOs of Florida destinations and the CEO of VISIT FLORIDA outside the US) in Colombia: US\$102,582

340,100 M+

Earned Exposure
Reactive/Proactive
Impressions

\$1.4 M+

Ad/Media Value

95%

Database growth of
potential sellers in source
markets

1,295

Trade industry
professionals trained
across Colombia,
Ecuador, and Peru

“Working with PTG Consulting has been an absolute pleasure – the team is professional, personable, knowledgeable and readily available. They truly are an extension of our team and we look forward to the continued partnership and many successes in key international markets in the future.”

— Lauren Pace | *Director of Global Marketing and Trade, VISIT FLORIDA*



