



Brazilians Want to Know More About the South

This year we are focusing our efforts within 11 key cities in Brazil, each stop representing a different region of this massive market. The selected cities (see below) have unlimited potential to increase sales to the United States.

The Brand USA Training Roadshow gives Travel South the opportunity to present our destinations, attractions, and products through a 20-minute seminar session. During each of these the events we will also have individual stations for business-to-business (B2B) meetings to strengthen relationships with the local travel trade. We anticipate no less than 40 tour operators and agents to join the Brand USA training Day in each city.

Brand USA Roadshows Dates

April 16 - MA São Luiz	May 23 - AL Maceió
April 24 - PR Foz Iguaçú	June 25 - PR Londrina
May 7 - SP MICE Lunch	June 27 - PR Maringá
May 9 - RJ Luxury Lunch	July 23 - SP Campinas
May 21 - DF Brasília	July 25 - AM Manaus