

Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

South America

Brazil

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Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
		Participation	Costs

South America: Brazil

Basis

Brazil Key Partner Package Gold

01.01.15 31.12.15 (Requires Partner to travel twice to the market)

1) STE part 1

When : early April

Where : (Sao Paulo, Rio de Janeiro, and two other Brazilian cities)

How : Morning trainings with travel agents in groups (with breakfast); Lunch with TO's

Target : TO's, TA's

2) STE Exclusive Follow-up,

When : mid-October or early November

Where : São Paulo

How : Sales Calls and a single event (location to be defined)

Target : Best KAM contacts, and trade news

3) Sales manual "Destino Suica 2015" edition

When : early April 2015 – April 2016.

Where : Main brochures for our TA's and TO's, Trade Fairs, Other opportunities during the year.

How : One full page, production and distribution, both together with a major Brazilian travel trade magazine: one full page per partner.

Target : KAM, 10'000 prints, 25'000 eManual.

4) "Destino Suica 2014" Launch Event

When : April, as part of the STE

Where: Trendy venue in Sao Paulo

How : Cocktail at lunch time.

Target: 100 key TO's and TA's and trade Media (KAM & KMM)

5) Monthly E-newsletter to trade (one per partner)

When : month TBD, twice during the same month

Target: 25'000 trade e-mail addresses all over Brazil

Content: special dedicated summer news and information from partner

6) Business Plan with TO:

Financial participation, content sharing, personal attendance

Adrien Genier

adrien.genier@switzerland.com

Coordination, planification, execution and reporting

39,000.00 CHF

Brazil Key Partner Package Silver

01.01.15 31.12.15 (Requires Partner to travel once to the market)

1) STE part 1

When : early April

Where : (Sao Paulo, Rio de Janeiro, and two other Brazilian cities)

How : Morning trainings with travel agents in groups (with breakfast); Lunch with TO's

Target : TO's, TA's

2) Sales manual "Destino Suica 2015" edition

When : early April 2015 – April 2016.

Where : Main brochures for our TA's and TO's, Trade Fairs, Other opportunities during the year.

How : One half page, production and distribution, both together with a major Brazilian travel trade magazine: one full page per partner.

Target : KAM, 10'000 prints, 25'000 eManual.

3) "Destino Suica 2014" Launch Event

When : April, as part of the STE

Where: Trendy venue in Sao Paulo

How : Cocktail at lunch time.

Target: 100 key TO's and TA's and trade Media (KAM & KMM)

4) Monthly E-newsletter to trade (one per partner)

Financial participation, content sharing, personal attendance

Adrien Genier

adrien.genier@switzerland.com

Coordination, planification, execution and reporting

20,000.00 CHF

Additional market activities 2015.

27 January 2015

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services
			Costs
Brazil Key Partner Package Bronze			Adrien Genier
01.01.15	31.12.15	1) STE part 1 When : early April Where : (Sao Paulo, Rio de Janeiro, and two other Brazilian cities) How : Passive presence through ST team and Sales Manual Target : TO's, TA's	adrien.genier@switzerland.com
		2) Sales manual "Destino Suica 2015" edition When : early April 2015 – April 2016. Where : Main brochures for our TA's and TO's, Trade Fairs, Other opportunities during the year. How : One half page, production and distribution, both together with a major Brazilian travel trade magazine: one full page per partner. Target : KAM, 10'000 prints, 25'000 eManual.	Coordination, planification, execution and reporting
		3) Online and social media campaign: Minimum of 3 dedicated posts on ST Brazil Twitter and Facebook accounts with information about destination, and direct link to your FB and/or Website.	
		Financial participation, content sharing	9,000.00 CHF