

PUBLIC RELATIONS REPORT
CENTRAL EUROPE
 Year-to-Date Overview for Fiscal Year 22/23

Summary Section:

YTD Total Hosted Media	8
YTD Press Releases / Pitches	4
YTD Media Assists (Reactive)	

YTD Overview of Activity

Media Visits (IPT and Group FAM):

Media Visit Number	Publication Name	FAM or IPT	Dates of Trip (MM/DD-MM/DD/YY)	YTD Total Exposure	YTD Ad/Media Value	Results Status (Pending, Received)
1	Unterwegs Magazine	IPT	10/12-10/14/22			pending
2	Ruhr Nachrichten	FAM	10/30-11/03/22			pending
3	FUNKE Mediengruppe, Clever Reisen	FAM	10/30-11/03/22			pending
4	Front Row Society	FAM	10/30-11/03/22	3.000.000	114.216	received
5	Mannheimer Morgen	FAM	10/30-11/03/22			pending
6	RNZ	FAM	10/30-11/03/22			pending
7	Fuldaer Zeitung	FAM	10/30-11/03/22			pending
8	Verkeersbureaus.info	FAM	12/05-12/08/22	125.000	4734	received
Total				3125000	\$ 118.950,00	

Media Assists (Reactive):

Media Name	Publication Name	Date of Request (MM/DD/YY)	Incoming Request Type (Images, etc.)	Partners Mentioned in Request	YTD Total Exposure	YTD Ad/Media Value	Results Status (Pending, Received)
Total					0	\$ -	

Press Releases/Pitches:

Press Release Number	Press Release Title (if not in English provide translation)	Date Press Release was Sent Out (MM/DD/YY)	Partners Mentioned (list ALL)	YTD Total Exposure	YTD Ad/Media Value	Notes

1	After Hurricane Ian: St. Pete/Clearwater is open for visitors	10/11/22	St. Pete, Clearwater	653000,00	\$11.997,00
2	5 Reasons, why St. Pete/Clearwater is perfect for a trip in 2023	11/23/22		279.500	\$5.193,00
3	The largest christmas maze of the world is in St. Pete/Clearwater	11/29/22	St. Pete, Enchant	1.519.985	\$45.150,94
4	2023 Highlights - Media Newsletter	12/12/22	Pinellas Trail, AC Hotel DTSP, The Vinoy, moxy DTSP, JW Marriott Clearwater Beach, The Dali, Firestone Grand Prix, Localtopia, Tarpon Springs	10.077.901	\$1.928.544,00
5	Romance in St. Pete/Clearwater	01/11/23	Don CeSar, Sunken Gardens, St. Pete Beach, The Birchwood, The Dali, MAACM, MFA	369.575	\$7.515,00
6	Free Ride to the Beach	02/22/23	SunRunner, Central Avenue, St. Pete Beach, Treasure Island		
Total				12.899.961	\$ 1.998.399,94

Media Reception/Mission:

Media Reception/Mission Name	Dates of Reception/Mission (MM/DD-MM/DD/YY)	Participating Partners	Number of Media Who Attended	YTD Total Exposure	YTD Ad/Media Value	Notes
Total				0	\$ -	

Media Marketplace/Conference/Tradeshow:

Event Name	Date of Event (MM/DD/YY)	Participating Partners (if applicable)	Number of Media Who Attended	YTD Total Exposure	YTD Ad/Media Value	Notes
VUSA Media and Trade Event Hamburg	10/10/22		12			
VUSA Media and Trade Event Munich	18/10/22		20			

Total	0	\$	-
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Integrated Campaign Efforts:

Integrated Campaign Efforts					
Campaign Name	Date of Campaign <i>(MM/DD/YY)</i>	Participating Partners <i>(if applicable)</i>	YTD Total Exposure	YTD Ad/Media Value	Notes
Total			0	\$	-