

Rooster.

Monthly Marketing/PR Report


ST. PETE/CLEARWATER

October 2023

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
BH&P mailing house	Rooster continues to liaise with mailing house.
Trade database	Continue to record all trade activity including face to face meetings, calls and campaigns on SimpleView.
Marketing and PR planning document	Rooster continues to update and review the document to ensure all opportunities are explored, evaluated and actioned.
Brand USA call	Monthly call.

Consumer & Trade engagement opportunities.

Activity	Description
Discover America Sweden Roadshow (25-28 September)	<div><p>Rooster attended the Discover America Sweden Roadshow partaking in Stockholm, Gothenburg and Malmo to train/educate key members of the trade who sell St. Pete/Clearwater to the Scandinavian market.</p><p><i>Status: Event complete, list of attendees received, attendees added into the SimpleView database. 163 agents trained.</i></p></div> <div></div>

Consumer & Trade engagement opportunities.

Activity	Description
Brand USA Telegraph Advertorial (October 2023)	<p>Rooster confirmed involvement in a partnership with The Telegraph for the month of October, in collaboration with Brand USA. Rooster and VSPC submitted advertorial content (full-page ad, banner adverts, and video content) that will be featured for a month across their site.</p> <p><i>Status: Partnership live, to share all assets and a wrap-up report following the conclusion of the campaign.</i></p>
Brand USA Discovery Incentive (3-31 October)	<p>Rooster confirmed involvement in a trade incentive programme in partnership with Brand USA for the month of October. The incentive will be live on the UK USA Discovery site and will enter each participant that completes their St. Pete/Clearwater training badge the opportunity to win 1 of 2 spots on an upcoming trade FAM trip.</p> <p><i>Status: Assets live following period of reviews and feedback.</i></p>
Brand USA Travel Week UK & Europe (16-19 October)	<p>Rooster attended (Daryll also in attendance) the Brand USA Travel Week US & Europe. 39 meetings across the four days with key partners in the travel trade to promote St. Pete/Clearwater. We discussed partnership/collaboration opportunities for the upcoming years activity with existing partners along with new potential tour operators.</p> <p><i>Status: Event complete, Rooster to follow-up with each meeting in November, and add all participants into the SimpleView database.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
HolidayPirates	<p>Rooster initiated contact with HolidayPirates to discuss a destination awareness campaign. HolidayPirates are a rapidly growing company that deliver the best travel deals and engaging content across various channels. HolidayPirates have recently carried out successful campaigns with Orlando, Visit Tampa Bay and other areas of Florida. Can leverage a particularly strong social following that includes 1.7 million on the UK Facebook page.</p> <p><i>Status: Proposal shared with VSPC – campaign live. To continue to liaise with the HolidayPirates team throughout the campaign to ensure all assets produced fit key brand messaging.</i></p>
Budgy Smugglers Brand Partnership	<p>Rooster reached out to Budgy Smuggler about working together on a potential brand partnership. An initial call was held to introduce the brand and the destination. Ideas about how the partnership would work as well as the benefits of partnering to both sides were also discussed.</p> <p><i>Status: Interest in partnering confirmed from Budgy Smuggler, further information on partnership possibilities provided by Budgy Smuggler’s to be shared with VSPC.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
VSPC Trade FAM Trip (15-19 November 2023)	<p>Rooster has begun the process of confirming attendees for the November trade FAM trip. Two Travel Counsellors have been confirmed, and details requested. Rooster has reached out to British Airways, Trailfinders, and Ocean Florida for further FAM attendees.</p> <p><i>Status: Trip confirmed for 15-19 November, attendees finalised, and flights/hotels booked. Final itinerary to be shared with the attendees ahead of the trip, along with all pre-departure information.</i></p>
Vacations To America Product Trip (9-13 October 2023)	<p>Rooster were contacted by the Directors of Vacations To America off the back of a meeting at IPW. Rooster assisted in organising their stay as well as facilitating meetings with key suppliers.</p> <p><i>Status: Trip complete, awaiting feedback – to reach out in November.</i></p>

Account management, activity and planning.

Activity	Description
WTM involvement (6 th – 9 th November 2023)	<p>Rooster has liaised with both VSPC and Visit Florida (US & UK teams) regarding St. Pete/Clearwater’s involvement in WTM following instruction to attend. Turnkey space secured at the Visit Florida stand.</p> <p>Rooster assisted with the booking process of the delegation's accommodation and flights for WTM. Recommendations for VSPC’s accommodation has been shared, and hotel stays have been finalised for the VSPC team. Rooster has reached out to British Airways to query flight costs for the VSPC teams attendance – to follow-up in October.</p> <p>Rooster has been liaising with Visit Florida regarding their signature WTM dinner reception, requesting details of VSPC’s involvement as gold sponsors - to share more information once it is received.</p> <p><i>Status: Rooster finalised appointments with key partners over the first two days of WTM, with VSPC attending Rooster’s office on the third day. Flights, hotels, transfers, and itineraries have been complete and shared with the entire VSPC delegation ahead of their arrival in London.</i></p>

Account management, activity and planning.

Activity	Description
November 2023 TDC meetings	<p>Rooster to attend TDC meetings held in-person in St. Pete/Clearwater for the FY2022-2023 period, with a look-forward to FY2023-2024 planned activity</p> <p>Status: Rooster confirmed attendance, supplied requested data, and completed/shared the UK portion of the presentation ahead of the meeting</p>
<p>USA Travel Show Scandinavia B2B/Media (28TH February – 1ST March 2024)</p> <p>Swansons 20TH America Travel Day B2C (2nd March)</p> <p>FDM Travel USA Event B2C (3rd March)</p>	<p>Annual show, attracting Travel agents, tour operators, media, and content creators. Welcome reception, news conference, 1-1 pre booked meetings, evening workshop. Tour operator panel future of long-haul travel & networking events. Copenhagen.</p> <p>Aiming to continue being the biggest consumer America Travel Show in Sweden. Malmo.</p> <p>The only B2C event in Denmark focusing on the USA only. Copenhagen</p> <p><i>Status: Attendance confirmed, Rooster to continue to liaise with organisers to secure accommodation etc.</i></p>

Newsletters.

Activity	Description
Consumer database	'Christmas Paradise in St. Pete/Clearwater'. Shared with a database of 11,929 with an open rate of 26.4%.
Trade database	'Christmas in Paradise on the Gulf Coast'. Shared with a trade database of 737.

Rooster.

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The Telegraph

DAILY
EXPRESS



Coverage highlights.

[View the CoverageBook here.](#)

The 20 best family holidays to brighten up your 2024

With summer a distant memory, it's time to start thinking about your family holiday options for the year ahead

By Hazel Plush, TRAVEL WRITER
29 October 2023 - 8:00am



Source: Getty

The clocks have gone back, half term is over, and the weather is, well, revolting. That pool-side summer holiday and those balmy, Picpoul-infused September evenings are officially a distant memory...

THE SCOTTISH
Sun

Edited by LISA MINOT & HEATHER LOWRIE See more at [thescottishsun.co.uk](https://www.thescottishsun.co.uk)

CARIBBEAN DREAM:

A week all inclusive at the 5★ Bahia Principe Grand La Romana in the Dominican Republic is from £1,435pp leaving Glasgow on November 28. See [godirect.co.uk](https://www.godirect.co.uk)

lates

and Lisbon. See [fredolates.co.uk](https://www.fredolates.co.uk) or call 0800 0355 242. ...OHH BABY: Dinner £4.9 at the 4★ Kripic in Oslo is from £39pp. October 23-March 16. See [sonscollection.com](https://www.sonscollection.com) or call 01470 372737. ...DOUBLE DELIGHT: A 14-night twin centre Florida holiday is from £899pp. Includes a week room only at the 3★ Blue

Tree Resort at Lake Buena Vista in Orlando and seven nights room only at the 3★ Rumpish Beach Resort by TradeWinds in St Pete Beach, flights to Tampa from London on selected dates in November. See [oceanfront.co.uk](https://www.oceanfront.co.uk) ...BRAVE HEARTS: Brave the ghost of Lady Isabella Shaw at Ballygally Castle in Lame, Ireland from £215 a night. B&B two sharing including Halloween-themed afternoon tea. See [ballygallycastlehotel.com](https://www.ballygallycastlehotel.com)

Daily
Record



Well, it isn't every day one of the world's greatest artists takes a holiday selfie for you, particularly when his been dead for more than 30 years. But Al technology has brought Salvador Dali back to life at the Florida museum housing the biggest collection of the surrealist's paintings outside Spain. St Petersburg, part of the Tampa Bay area, might seem an unlikely place for such a collection, but it is a hip and arty city, as well as home to America's finest beaches. That beautiful

white sand, year-round sunshine and azure waters of the Gulf of Mexico are what bring visitors to St Pete (as locals call it) and neighbouring Clearwater. While leaving the beach behind is a wrench, those that do will be rewarded with a vibrant art scene, top-class restaurants and buzzy nightlife. In downtown St Pete the eye is drawn to spectacularly colourful street art. Walls, electrical cabinets and even one of downtown's busiest intersections have become canvases for local and international artists in the Central Arts District. The city hosts the Shine Mural

Festival every October to showcase new designs. While it is impossible to miss the very brightest works, the 90-minute St Pete Mural Tour on Saturday mornings gives visitors the inside story behind the murals. The Dali is, however, the undisputed jewel in St Pete's cultural crown. The building itself is a stunner. A 75ft high geodesic glass bubble made from 1,062 triangular pieces of glass bursts out from the otherwise simple concrete building. Inside is a wondrous helical staircase – inspired by Dali's fascination with spirals and the double

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Mirror

SUNDAY
PEOPLE
Newspaper

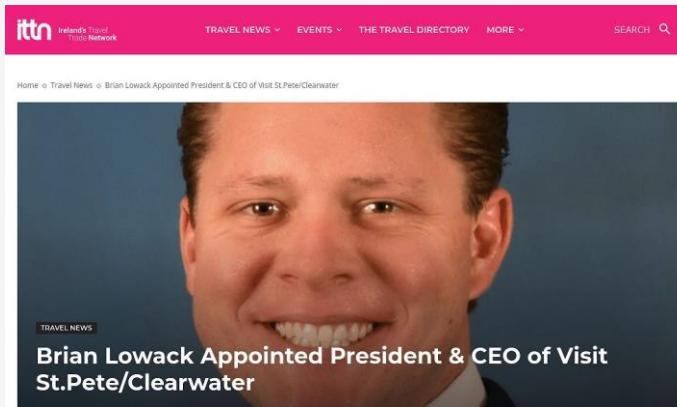
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Ireland's Travel
Trade Network



CEO and President of St. Pete/Clearwater Brian Lowack DMO speaks to Graham McKenzie about the importance of community and his aspirations for the future

Tuesday, 31 Oct, 2023 0

Brian Lowack, who was born and raised in the St. Pete/Clearwater area, discusses the close relationship between tourism and the local community, highlighting how tourism is the area's primary economic driver. He mentions a campaign called "From Visitors with Love" that aims to showcase the benefits of tourism to residents. Brian and a delegation are attending the World Travel Market to promote the region globally and forge connections within the tourism industry. The St. Pete/Clearwater area's accessibility, stunning white sand beaches, and fresh seafood are also emphasized in the interview.



Date	Publication	Reach (MUU/circ)	Headline / link
11.10.23	ITTN	4,770	Brian Lowack Appointed President & CEO of Visit St.Pete/Clearwater
14.10.23	The Scottish Sun	154,000	Double Delight (Print)
28.10.23	The Telegraph	27,600,000	The 20 best family holidays to brighten up your 2024
28.10.23	Yahoo UK & Ireland	3,190,000	The 20 best family holidays to brighten up your 2024
28.10.23	Daily Express	164,000	The Surreal Deal (Print)
28.10.23	Daily Mirror	258,000	The Surreal Deal (Print)
28.10.23	Daily Record	63,057	The Surreal Deal (Print)
29.10.23	Sunday People	74,601	The Surreal Deal (Print)
30.10.23	TravelMole (Youtube)	925	CEO and President of St. Pete/Clearwater Brian Lowack
30.10.23	TravelMole	122,000	CEO and President of St. Pete/Clearwater Brian Lowack DMO speaks to Graham McKenzie about the importance of community and his aspirations for the future

Media materials and liaison.

Activity	Description
Proactive pitching / media meetings	<p>Rooster pitched specific angles of the destination to various travel, trade and consumer media. Angles included winter sun, beautiful hotels around the world and what's new in SPC.</p> <p><i>Status: Ongoing.</i></p>
Press release: Brian Lowack CEO appointment	<p>Rooster distributed a press release on Brian Lowack's appointment as the new President/CEO of Visit St. Pete/Clearwater to travel trade media.</p> <p><i>Status: Complete – coverage shared</i></p>
Pitch: Late deals to St. Pete/Clearwater	<p>Rooster drafted a pitch including a late deal to St. Pete/Clearwater from Ocean Florida. This was pitched to key travel deals media.</p> <p><i>Status: Ongoing – Rooster continues to regularly pitch late deals to media.</i></p>
Press release: Twin Centre Holidays	<p>Rooster continued to pitch release on twin centre holidays with SPC. Release was shared with various top travel editors and freelance travel writers.</p> <p><i>Status: Pitching complete.</i></p>
WTM update: New & Now in SPC	<p>Rooster updated the latest New & Now for the UK market, ready to be shared with media and trade at WTM.</p> <p><i>Status: Complete.</i></p>

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster updated press trip target list and for the new fiscal year and shared with client for approval.</p> <p><i>Status: Ongoing – awaiting client approval.</i></p>
Group press trip: May 2023	<p>Rooster hosted journalists from Bella Magazine, Reach PLC (national & regional), The Scottish Sun, and Irish Mirror/Daily Star in May 2023.</p> <p><i>Status: Trip complete – five pieces of coverage secured with the final piece received in October (Reach PLC)</i></p>
Influencer trip: Reena Simon	<p>Rooster liaised with influencer Reena Simon on possible visit in October 2023. Rooster had conversations with Visit Florida team, however trip has now been postponed.</p> <p><i>Status: Ongoing – awaiting new dates from VF team.</i></p>
Press trip: International Property & Travel	<p>Rooster pitched the JW Marriott to International Property & Travel editor for review stay. Journalist Lisa Douglas, stayed at the property from 20-22 October 2023. Rooster shared images/lead-in rates with Lisa post-visit.</p> <p><i>Status: Press trip complete, to share coverage once it is live.</i></p>

Broadcast opportunities.

Activity	Description
ITV 'A Taste of Florida' opp	<p>Rooster confirmed participation in the ITV broadcast TV show opportunity in collaboration with Visit Florida. This also includes Gold Sponsorship of the WTM Visit Florida Signature Dinner, for a combined cost of £25,000.</p> <p>This is a five-part food and travel series on ITV airing in February 2024. ITV is one of the top British free-to-air TV networks and is very popular across the country, and they estimate this show will reach between 7-9 million UK viewers.</p> <p>The Friendly Fisherman and Brick Street Farms will be featured in the episode, with Jimmy (the host of the show) also heading to Fort De Soto in St. Pete/Clearwater to create and cook a dish.</p> <p><i>Status: Accommodation booked for the ITV film crew and other partners involved and ongoing liaison with partners re filming schedule. Final itinerary to be shared with all relevant teams to coordinate their time in-destination.</i></p>



Please feel free to contact any member of the VSPC team should you have any queries or concerns regarding this report.

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