

Rooster.

Monthly Marketing/PR Report

ST. PETE/CLEARWATER

December 2023

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Monthly PR calls	Rooster took part in monthly 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	Roster continues 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	Rooster attended the monthly call.
Gaydio Introductory call	Rooster attended an introductory call to scope out potential PR campaign partnership in 2024. Details of the opportunity have been shared with client for approval.

Consumer & Trade engagement opportunities.

Activity	Description
Brand USA Telegraph Advertorial (October 2023 – January 2024)	<p>Rooster confirmed involvement in a partnership with The Telegraph to run from October through to January, in collaboration with Brand USA. Rooster and VSPC. Rooster submitted advertorial content (full-page ad, banner adverts, and video content) that is live and will be featured across their site until January.</p> <p>Status: Partnership live and ongoing, all assets and a wrap-up report to be shared following the conclusion of the campaign.</p>
HolidayPirates	<p>Rooster worked on a destination awareness campaign with HolidayPirates that included the creation of a full editorial destination feature that will remain live on site beyond the campaign. Other activities include homepage banners, deal promotions, social posts a solus email and App banners/push notifications.</p> <p>Status: Campaign completed. Awaiting post campaign report which will be shared once received – to follow-up in January 2024.</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>Status: Interest in partnering confirmed from Budgy Smuggler, further information on partnership possibilities provided by Budgy Smugglers have been shared with VSPC and are awaiting feedback.</p>

Consumer & Trade engagement opportunities.

Activity	Description
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>Status: Successful trip complete with a stay at Barefoot Beach Club, useful meeting with TRS with website updates in progress following the trip.</p>
USATours.DK Trip (11-12 November 2023)	<p>Rooster were contacted by the Product Director of USATours.DK off the back of a meeting at IPW. Rooster assisted in organising a stay for two of their agents as part of the companies own Florida FAM trip.</p> <p>Status: Trip complete, awaiting feedback, to follow-up in January 2024</p>
Travel Gossip 'USA Bootcamp' Online Training	<p>Rooster assisted in the creation of a landing page to educate agents on the destination through content and imagery. Rooster also attended and presented during a series of online livestreamed training presentations alongside other US destinations with Travel Gossip. This involved tailoring our presentation offering, presenting over a 15-minute period, followed by a Q&A.</p> <p>Status: Campaign page live and USA Bootcamp webinar session complete, recording shared with initial stats. To follow-up on success in January.</p>

Consumer & Trade engagement opportunities.

Activity	Description
Ocean Holidays	<p>Ocean Holidays have been requesting content to improve their growing accessibility programme ahead of an Influencer trip and to align with their recent business focus.</p> <p>Status: Rooster has sent through policies to which all St. Pete Clearwater properties comply as well as providing recommendations for hotels that cater to specific disabilities.</p>
Adara/Brand USA	<p>Rooster are working on a joint digital campaign with Adara to promote VSPC across UK, Ireland and Scandinavia, due to run until the end of April.</p> <p>Status: Campaign ongoing. Working on a change of contract as well as new creatives to ensure success of the campaign. To follow-up in January 2024.</p>
Selling Travel	<p>Visit Florida are working with Selling Travel to produce a Florida Travel guide for UK agents. The print run will include 53k copies. There will also be a digital feature on the Selling Travel website with an estimated 8k visitors per month and will also be promoted to 26k email subscribers. There’s an opportunity for VSPC to be featured in the publication in several different formats.</p> <p>Status: Interest in being included in Florida specific activity ahead of March publishing. Opportunity to be shared with VSPC in January.</p>

Trainings, meeting and events.

Activity	Description
Gold Medal Florida Brochure Launch	<p>Rooster worked with Gold Medal to create a landing page, email features, twin centre deals, social activity, window boards as well as Trade press inclusions. Rooster also carried out a live training webinar for agents with 30+ agents in attendance.</p> <p>Status: All activities signed off and running until the end of December with the webinar training session complete. Feedback to be shared post campaign.</p>
Swanson’s Winter Campaign (December 2023 – January 2024)	<p>This last-minute joint campaign will promote St. Pete/Clearwater at a crucial booking period and encourage the sales staff to focus on the destination and actively encourage customers to include St Pete/Clearwater in their itineraries.</p> <p>Florida continues to be a top selling destination in Sweden and at Swanson’s, and by engaging during crucial bookings months, we aim to increase agent bookings across the board. This campaign involves social content, newsletters, an audit of their offering and more.</p> <p>Status: Campaign confirmed, Rooster has worked with the Swanson’s team to refresh their destination page with updated imagery and content as well as signing off campaign assets in time for launch.</p>

Trainings, meeting and events.

Activity	Description
Family Traveller (Q1 2024)	<p>Family Traveller is a multi platform award-winning lifestyle brand which targets parents via inspiring content in order to maximise their time together. The target audience is aged 28-50 affluent mothers with children aged 0-15 years.</p> <p>Rooster finalised campaign deliverables with Family Traveller and Brand USA. Campaign will launch in Q1 and comprise of three digital content pieces, interactive destination quiz, holiday competition (with data capture), print advertorial, banners and solus email.</p> <p>Family Traveller has 50,000 on its email database, 50,000 print readers, and 300,000 web sessions per month.</p> <p>Status: Briefing documents and digital banners being developed. Family Traveller to share draft quiz ASAP. To launch in mid-January.</p>

Trainings, meeting and events.

Activity	Description
Destinations London (1 st – 4 th February 2024)	<p>Attendance at the show confirmed. Rooster have been working with the Destinations London to use their channels to promote the destination. Destination content and offers shared to feature across their website and over email features ahead of the show.</p> <p>Status: Rooster to continue to liaise with the Destinations team to provide all needed assets ahead of the show. In-destination partners considered for the show, however, are unable to attend. Rooster to attend the show across the four days.</p>
USA Travel Show Scandinavia B2B/Media (28 TH February – 1 st March 2024)	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.
Swansons 20 TH America Travel Day B2C (2 nd March)	Set to continue being the biggest consumer America Travel Show in Sweden.
FDM Travel USA Event B2C (3 rd March)	<p>The only B2C event in Denmark focusing on the USA only, in Copenhagen.</p> <p>Status: Attendance confirmed, Rooster to continue to liaise with organisers to secure accommodation etc in January.</p>

Newsletters.

Activity	Description
Consumer database	Unable to send newsletter due to fault on Act-On software preventing distribution. Two newsletters will be sent in January.
Trade database	Unable to send newsletter due to fault on Act-On software preventing distribution. Two newsletters will be sent in January.

Rooster.

We are **pr.**

The Telegraph

The 50 best family holidays to brighten up your 2024

It's time to start thinking about your family holiday options for the year ahead

Hazel Plush, TRAVEL WRITER
29 December 2023 • 1:09pm



Source: Getty

Coverage highlights.

[View the CoverageBook here.](#)



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Take the family to Florida

Book now to scoop a brilliant deal to Florida for the May break. Holiday Pirates is offering £360 off its half-term twin-centre Orlando & St Pete's Beach trip – with free tickets to a magic show, mall vouchers, a seven-day Orlando Trolley pass and tickets for The Wheel at ICON Park thrown in for good measure (holidaypirates.com). You'll be staying at the family-friendly Lake Buena Vista Resort Village & Spa and Fish Beach Resort by TradeWinds – right on the white sand of St. Pete's Beach. 14 nights start from £1,199 per person, including flights.

DateMonth	Publication	Reach (MUU/circ)	Headline / link
12.06.23	Visit USA / Selling Travel	23,360	Well-rounded St. Pete/Clearwater has plenty to offer (PDF/Newsletter)
12.07.23	Travel Weekly	12,200	Close-Up (PDF)
12.10.23	Scottish Sun	154,000	Double the fun (PDF)
12.12.23	Ignite Magazine	811	What's New in St. Pete/Clearwater for 2024
12.29.23	The Telegraph	25,200,000	The 50 best family holidays to brighten up your 2024
12.29.23	MSN	135,000,000	The 50 best family holidays to brighten up your 2024
12.29.23	Yahoo News	2,820,000	The 50 best family holidays to brighten up your 2024
12.29.23	Yahoo Sport	732,000	The 50 best family holidays to brighten up your 2024

Media materials and liaison.

Activity	Description
Proactive pitching / media meetings	Rooster pitched specific angles of the destination to various travel, trade and consumer media. Angles included winter sun and new openings for 2024. <i>Status: Ongoing.</i>
Pitch: Late deals to St. Pete/Clearwater	Rooster drafted a pitch including a late deal to St. Pete/Clearwater from Ocean Florida. This was pitched to key travel deals media. <i>Status: Ongoing – Rooster continues to regularly pitch late deals to media.</i>
Press release: What’s new in SPC in 2024	Rooster finalised and distributed next release on ‘What’s new in St. Pete/Clearwater in 2024’. <i>Status: Ongoing – distributed in December, follow-ups scheduled for January 2024.</i>

Media materials and liaison.

Activity	Description
Interview: Selling Travel	<p>Rooster organised interview for Brian with travel trade publication, Selling Travel, while at WTM in November. Rooster liaised with the travel editor regarding images and further info.</p> <p><i>Status: Complete – coverage secured.</i></p>
Pitch: 'Wild Wellness'	<p>Rooster drafted and pitched St. Pete/Clearwater to The Times for inclusion on a feature covering 'Wild Wellness' breaks. Rooster included Clear Kayak Tours for this pitch.</p> <p><i>Status: Complete – coverage pending.</i></p>
Pitch: Multi-Generational Travel	<p>Rooster drafted and pitched St. Pete/Clearwater to The Telegraph for inclusion in a 'Multi-Generational Travel' feature.</p> <p><i>Status: Complete – coverage pending.</i></p>
Pitch: New Hotels for 2024	<p>Rooster drafted and pitched St. Pete/Clearwater top hotel openings for 2024 for inclusion in a round-up by the Irish Examiner.</p> <p><i>Status: Complete – coverage pending.</i></p>
Pitch: Forward Features	<p>Rooster pitched St. Pete/Clearwater for inclusion in upcoming forward features in key travel trade titles including Travel Weekly and Travel Bulletin.</p> <p><i>Status: Ongoing – coverage pending.</i></p>

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster discussed new press trip target list with the client and refined the list following feedback. Rooster began pitching individual press trips.</p> <p><i>Status: Outreach ongoing – Rooster to continue targeting new publications.</i></p>
Celeb/Influencer trip: Layton Williams	<p>Rooster liaised with agent for Layton Williams on a media trip, however due to timings being concurrent with peak season, Rooster politely declined the opp.</p>
Press trip: International Property & Travel	<p>Rooster continued to liaise with Lisa Douglas from International Property & Travel post stay at the JW Marriott. 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, Rooster to share coverage once live.</i></p>
Press trip: Jane Anderson, Prima Magazine	<p>Rooster pitched media stay to Jane Anderson from Prima, Good Housekeeping, and Family Traveller who is interested in visiting SPC next March or summer with her family.</p> <p><i>Status: Ongoing – MAF currently with Jane Anderson to complete.</i></p>
Press trip: The Herald Scotland	<p>Rooster liaised with freelance travel journalist Ailsa Sheldon on possible press trip for Scottish national newspaper, The Herald, with a focus on Dunedin.</p> <p><i>Status: Commission with The Herald confirmed, form completed, and flights booked. To continue to liaise on an itinerary in January.</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>Rooster has provided additional b-roll footage of the destination to support the show (given the weather during filming).</p> <p><i>Status: Filming complete, Rooster will continue liaising with the ITV and ROMP team post-filming, ensuring the team has all they need. Final air date to be confirmed.</i></p>

Media events.

Activity	Description
IMM London	<p>IMM London is a media engagement event taking place 19-20 February in London. Rooster will secure 1:1 media appointments with press and bloggers during the two-day show for Jason and one Rooster representative.</p> <p>Rooster will manage the scheduling of appointments and meetings throughout the event.</p> <p>Rooster has provided Jason with the event details and schedule requirements. Rooster to provide talking points and brief Jason ahead of arrival.</p> <p><i>Status: Ongoing, scheduling opens in January.</i></p>
Dublin Meet the Media	<p>Dublin Meet the Media is a media engagement event taking place on 7 February in Dublin. This event sees top Irish media and bloggers meet on one day for 1:1 appointments.</p> <p>Rooster has registered and will manage the scheduling of appointments and meetings throughout the event. Rooster also to book tour operator trainings / briefings the following day to maximise time in Dublin.</p> <p><i>Status: Ongoing, scheduling opens in January.</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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