

Rooster.

Monthly Marketing Report

ST. PETE/CLEARWATER

July 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.
FY23 and FY24 budget documentation	Rooster liaised with the VSPC team regarding FY23 VSPC budgets, and FY24 VSPC / Brand USA budgets. To share by August deadline.
VSPC WTM involvement	Rooster has liaised with both VSPC and Visit Florida (US & UK teams) regarding St. Pete/Clearwater's involvement in WTM following instruction from Commissioner Long. To discuss option of 'Turn Key' stand and sponsorship of Visit Florida's signature dinner.

Consumer & Trade engagement opportunities.

Activity	Description
Thomas Cook/ WW	<p>The destination will be the solus holiday competition provider over a 6-month campaign in conjunction with WW (Weight Watches) and Thomas Cook. VSPC will provide the hotel, transfers, and a couple of attractions, Thomas Cook will cover the flights.</p> <p>The mechanics is a membership incentive, “invite a friend” scheme. The incentive will be for members to win a holiday for 2, the winner will be the member who has signed up the greatest number of friends. The campaign would run from mid-end of July, through to December, with a big comms pushes from WW throughout the period (every 2 months) as well as always on activity.</p> <p>Channels involved in each push include: CRM – 180,300 email opt-ed in members Organic social – 170K In-app push notifications & tiles – all members have the app Workshops – including members that attend workshops</p> <p>At the end of the campaign a ‘special price holiday to St. Pete/Clearwater’ will be sent to all those that opt in to receive information from Thomas Cook.</p> <p><i>Status: Complete; wrap-up report shared and itinerary confirmed for prize winner. Prize winner trip complete.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic Florida Destination Day (16 th June)	<p>Rooster attended the Virgin Atlantic Florida Destination Day on 16th June. This involved a Rooster member travelling to Crawley, to complete a day of training with 50+ Virgin Atlantic travel agents.</p> <p>Each session was 30 minutes long, and allowed us to convey in detail, all of the top hotels and attractions within the St. Pete/Clearwater area.</p> <p>Our training sessions were received very well, with agents going on to contact the Rooster team with their feedback (see to the right).</p> <p><i>Status: Complete; awaiting travel agents details in order to add to our trade database and follow-up with key selling points. Chased in July, expected early August..</i></p>



I have been passed over your email to give you a bit of positive feedback of one of your colleagues Peter.

I attended the Virgin Atlantic Holidays Florida destination day on Friday 16th June and I can honestly say out of all of the training events I have attended, Peter was an absolute shining diamond and a breath of fresh air.

The 30 minute slot he had to teach us about all things St Pete/Clearwater honestly felt like 5 as it was so informative.

He presented the main selling points of the destination in a really easy to memorise way, gave us a few fun facts (which I am a fan of throwing at a customer when doing a sale haha) and you could just tell he was so genuinely passionate and proud to be representing you guys.

My colleagues and I in the Manchester Arndale concession have always had a fondness particularly for St Pete Beach and honestly his presentation just made me all the more confident and excited to sell this to my customers.

I just wanted to shine some light on him as he is a true asset to your team.

Consumer & Trade engagement opportunities.

Activity	Description
Group Trade Fam (14-18 June 2023)	<p>To reward and recognise our closest trade partners who keep business driving to the destination, we are hosting a group trade FAM trip for June 2023. See invited attendees below:</p> <ul style="list-style-type: none"> • Thomas Cook (Emma Newman) • Trailfinders (Charlie Baxter) • Charitable Travel (Lizzi Trimble) • Virgin Holidays (Diane McPherson) • Swanson's Travel (Johanna Eliasson) • Rooster lead (Ben Williams) <p>2 nights was spent in St. Pete at the Postcard Inn (confirmed), and 2 nights were spent in Clearwater (Clearwater Marriott Suites on Sand Key – payment to be taken).</p> <p><i>Status: Complete; Feedback from trip attained from FAM attendees and shared with the VSPC team. Key selling points shared with FAM attendees.</i></p>
Visit USA Summer Affair (6 th July)	<p>Rooster attended the annual Visit USA Summer Affair network dinner end evening event, this year hosted at The Hurlingham Club. This involved inviting key members of the travel media, along with important partners of St. Pete/Clearwater to a table hosted by the Rooster team. British Airways Holidays, Virgin Atlantic Holidays, The Times, The Sun and Family Traveller were amongst other guests on the table.</p> <p><i>Status: Event complete; relationships ongoing with all in attendance.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
British Airways Holidays/Virgin Atlantic Holidays Meetings with Visit Tampa Bay (17 & 18 July)	<p>Rooster confirmed attendance to two meetings with Tampa International Airport / Visit Tampa Bay, one with British Airways Holidays, and another with Virgin Atlantic Holidays. The purpose of these meetings with our airline partners was to review how both routes were performing with Tampa International Airport and St. Pete/Clearwater. From this, each airline was able to propose plans for future collaboration.</p> <p><i>Status: Meetings complete, feedback shared with client. To receive co-op marketing campaigns for FY24.</i></p>
Discover America Sweden Roadshow (25-28 September)	<p>Rooster has confirmed attendance for the Discover America Sweden Roadshow partaking in Stockholm, Gothenburg and Malmo, where a Rooster member will attend and train/educate key members of the trade who sell St. Pete/Clearwater to the Scandinavian market.</p> <p><i>Status: Attendance confirmed – flights and hotel booked. Itinerary to follow.</i></p>
Camp Bestival, Shropshire (16th-20st August)	<p>In August (16-20), Rooster will be participating in a consumer activation in the UK. We will host a Visit St. Pete/Clearwater activation stand to engage festival goers and spread the word of the destination.</p> <p>All information on festival has been sent to client. Rooster are in continuous communication with Live Nation.</p> <p><i>Status: All documentation for VSPC involvement with Live Nation signed. Production plan and vendors approved by Live Nation. All vendors for festival confirmed, to take payment for marquee/furniture closer to event. Giveaway confirmed with Tradewinds, with a free accommodation voucher given. Rooster travel/accommodation confirmed. Giveaways/branded goods received. Awaiting amendments to terms & conditions to share with VSPC team for competition sign-up flyers, initial landing page received.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Travel Counsellor's USA Takeover Day (14 th September)	<p>To continue to educate UK-based travel agents and the travel trade on St. Pete/Clearwater, we are attending the USA Takeover Day, hosted by Travel Counsellors in Manchester. This will consist of 'speed training' sessions with their agents, taking place at a St. Pete/Clearwater decorated stand.</p> <p>There is expected to be over 40 of Travel Counsellor's agents in attendance.</p> <p><i>Status: Attendance confirmed, itinerary to be shared shortly.</i></p>
Virgin Atlantic Holidays 'Sky High' event (20 th September)	<p>Virgin Atlantic Holidays will be hosting over 200 of their agents at the Leadenhall Building on 20th September. St. Pete/Clearwater will have its own stand amongst 11 other vendors, who will have direct access to all agents in attendance.</p> <p>The evening will consist of a networking directly with agents, inviting them to the St. Pete/Clearwater stand to learn more about the destination, and attendance to all presentations delivered in the evening, to educate ourselves on Virgin Atlantic Holidays activity.</p> <p><i>Status: Attendance confirmed.</i></p>
Brand USA x 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 are to submit advertorial content (full-page ad, banner adverts, and video content) that will be featured for a month across their site.</p> <p><i>Status: Involvement confirmed, assets to be supplied by August 1 2023.</i></p>

Consumer & Trade engagement opportunities.

Activity `	Description
Brand USA Travel Week UK & Europe (16-19 October)	<p>Rooster confirmed attendance for the Brand USA Travel Week US & Europe. Through attending this USA destination week, Rooster will host a stand and hold meetings with key partners in the travel trade and promote St. Pete/Clearwater, seeking partnership/collaboration opportunities for the upcoming years activity.</p> <p><i>Status: Attendance confirmed, key logo assets shared with Brand USA team.</i></p>

Newsletters.

Activity	Description
Consumer database	'Barbieland on the Gulf Coast - St. Pete/Clearwater!'. Shared with a database of 14,714 with an open rate of 19.9%
Trade database	'Barbieland on the Gulf Coast - St. Pete/Clearwater!'. Shared with a database of 548.

Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
04.18.23*	Muddy Stillettos	163,000	Think pink: 14 stunning Barbiecore hotels
07.02.23	The Scottish Sun	154,000	Flo off the beaten pass (PDF)
07.02.23	The Scottish Sun	3,880,000	Flo off the beaten pass
07.11.23	Bella	105,782	Florida's Gulf Coast (PDF)
07.13.23	The Telegraph	26,700,000	The rose-hued hotels that let you stay in a Barbiecore fantasy
07.24.23	The Sun	87,100,000	The 3 real-life US destinations that inspired Barbie Land – and the surprising place where you can really find it

*Coverage missed in April

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 including, Prima, Independent, You Magazine, Harper's Bazaar, The Sun, The Telegraph, and various freelancers.</p> <p>Rooster had one media meeting: Nick Gibbens (Luxury Lifestyle Magazine).</p> <p><i>Status: Ongoing.</i></p>
Press release: Festivals in SPC	<p>Rooster followed-up on Festivals in SPC release with various consumer and travel media.</p> <p><i>Status: Pitching ongoing.</i></p>
Pitch: Barbiecore	<p>Rooster continued to pitch St. Pete/Clearwater hotels for Barbiecore hotel/travel round-ups in UK media.</p> <p><i>Status: Pitching ongoing, coverage generated. Provided imagery to Brand USA of the Don CeSar for their pitching efforts, coverage secured.</i></p>

Media materials and liaison.

Activity	Description
Pitch: New JW Marriott Clearwater Beach	Rooster continued to pitch new opening to top luxury hotel / travel media. <i>Status: Follow ups complete.</i>
Press release: Twin Centre Holidays	Rooster drafting release on twin centre holidays with SPC. To be shared with various travel media in August. <i>Status: Ongoing – release to be shared for approval in August.</i>
Press release: VSPC at Camp Bestival	Rooster drafting release on VSPC’s attendance at Camp Bestival 2023. <i>Status: Ongoing – release to be shared for approval in August.</i>

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continues press trip outreach and liaison, focusing on individual trips.</p> <p><i>Status: Ongoing.</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.</p> <p>Rooster reached out to partners to confirm full five-day press trip itinerary.</p> <p>Rooster hosted press trip, followed up with partners, and managed post-trip follow ups with journalists. Press trip feedback has been shared.</p> <p><i>Status: Trip complete – three pieces of coverage secured, remaining one piece coverage pending (Reach PLC).</i></p>
Influencer trip: Reena Simon	<p>Rooster liaising with influencer Reena Simon on possible visit in October 2023. Conversations ongoing with Visit Florida team.</p> <p><i>Status: Ongoing – awaiting next steps from Visit Florida team.</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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