



WINTER MARKETING CAMPAIGN UPDATE

Tourist Development Council - 12/21/22

Geographic Markets



Developmental

- 1) Chicago
- 2) Atlanta
- 3) Indianapolis
- 4) Minneapolis
- 5) Detroit

Broadcast (Cable/Radio)
Out of Home
Print
Promotions/Activations



Maintenance

- 1) Orlando
- 2) Jacksonville
- 3) Tampa-St. Pete
- 4) Nashville
- 5) Cincinnati

Broadcast (Radio)
Out of Home
Promotions/Activations



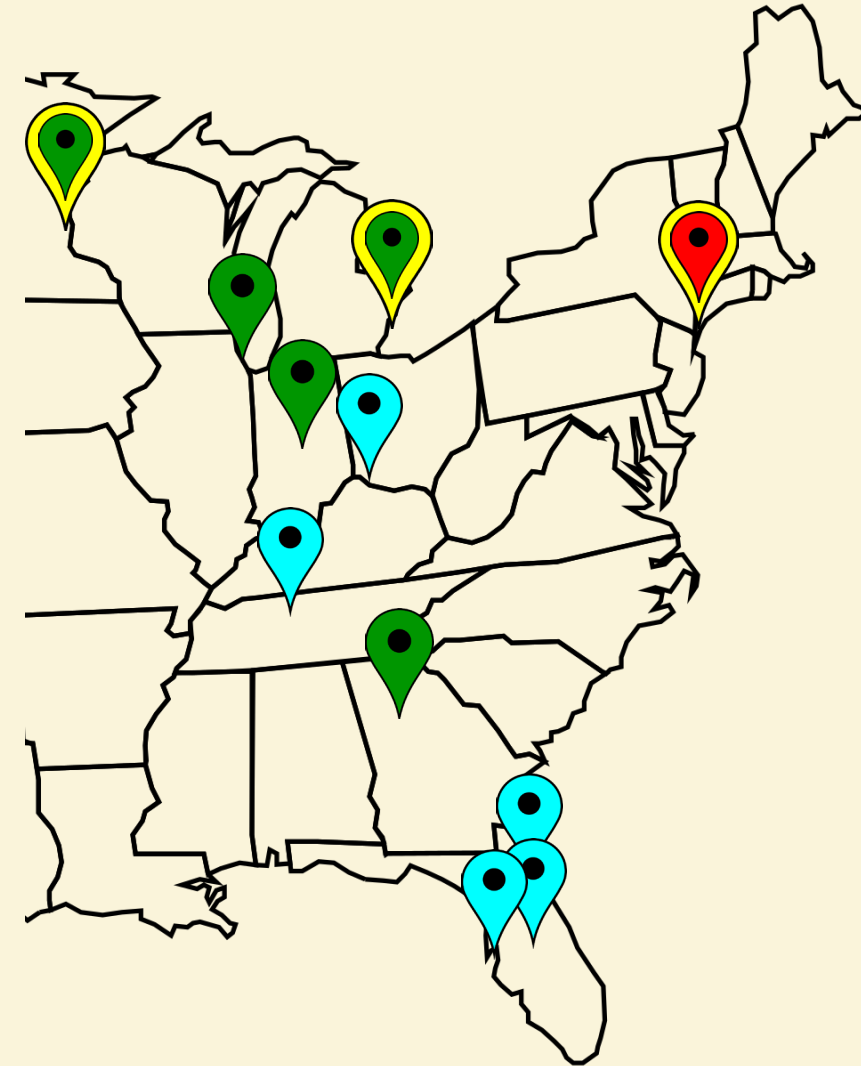
Top Tier

- 1) New York City

Print
Promotions/Activations



New market



BROADCAST MEDIA







RADIO

DEVELOPMENTAL
+ MAINTENANCE
MARKETS



Beach



More to Explore

OUT OF HOME MEDIA



Digital Billboard Network

Developmental + Maintenance Markets



Digital Billboard Network

Developmental + Maintenance Markets



Digital Billboard Network

Developmental + Maintenance Markets



Digital Billboard Network

Developmental + Maintenance Markets



Digital Billboard Network

Developmental + Maintenance Markets



Digital EV Charging Stations

Developmental Markets

- Captive audience
 - Average charging time is 30 minutes.
- :08 second spot on rotation
- Multi-media approach aligning with cable, radio, digital billboards and Gas Station TV
- 179 Index: EV Ownership



Gas Station TV

Developmental Markets

- Targeted to align with cable households
- Captive audience
- Multi-media approach aligning with cable, radio and digital billboards
- 30-second spot



Movie Theaters

Developmental Markets (excluding Atlanta)

- Captive audience – 30-second spot inserted in last break prior to start of movie previews
- Lobby displays included as value-add bonus
- 4-week period over holiday break in northern developmental markets
- Targeted to align with cable household's
- 121 Index: Movie Goers
- U.S. box office is averaging 95% of pre-COVID attendance numbers and is expected to exceed those numbers in 2023

HOME > FILM > BOX OFFICE

Dec 18, 2022 8:53am PT

Box Office: 'Avatar: The Way of Water' Dominates With \$134 Million Domestic Debut, \$435 Million Globally

By Rebecca Rubin ▾



@Walt Disney Co./Courtesy Everett Collection

PRINT MEDIA





LET'S FEAST AL FRESCO.

Indulge in unforgettable meals outside. From fresh Gulf-to-grill seafood and fine dining with a view, to savoring Grouper sandwiches with your feet in the sand, you can always get your fill in St. Pete/Clearwater.

Let's shine—dig in at VisitStPeteClearwater.com



**ST. PETE
CLEARWATER
FLORIDA**



LET'S EXPLORE ALFRESCO ART GALLERIES.

Here, inspiration is everywhere you look. From gallery walls to street murals. St. Pete/Clearwater is home to over 30 museums, including the world-renowned Dali Museum, more than 400 murals, multiple arts districts and America's Best Beaches. Let's shine—explore the Arts Coast at ArtsSPC.com



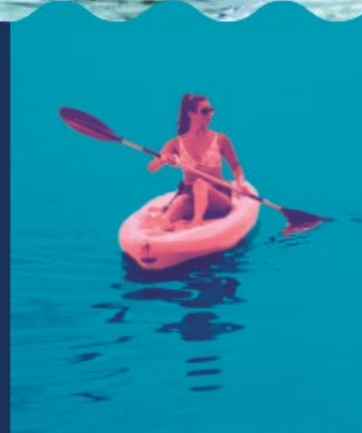
LET'S MAKE IT LOOK LIKE WE'VE DONE THIS BEFORE.



Glide through the emerald-green waters of the Gulf. Whether you're kayaking, kitesurfing, paddleboarding or snorkeling, there are endless ways of exploring, and enjoying, the outdoors. Let's shine—start your adventure at [VisitStPeteClearwater.com](https://www.VisitStPeteClearwater.com)



**ST.PETE
CLEARWATER**





LET'S FIND OUR PLACE IN THE SUN.

Show off your true colors in St. Pete/Clearwater. Home to America's Best Beaches, gayborhoods like the Grand Central District, the superLGBTQ-friendly town of Gulfport and St. Pete Pride, Florida's largest pride festival. Let's shine—plan a getaway at FloridasLargestPride.com



**ST.PETE
CLEARWATER
FLORIDA**



LET'S GET AWAY, TOGETHER.



Set sail for dolphin sightings and sunset cruises. Wander white-sand beaches and amazing museums. Build epic sandcastles and the perfect seafood pairing. Make every moment a memory in St. Pete/Clearwater.

Let's shine—plan your escape at VisitStPeteClearwater.com



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SPORTS MARKETING AND INFLUENCERS



THE MATCH



PELICAN GOLF CLUB – BELLEAIR, FLORIDA



★ VS ★



DEC 10



6 PM ET



The Match 7.0

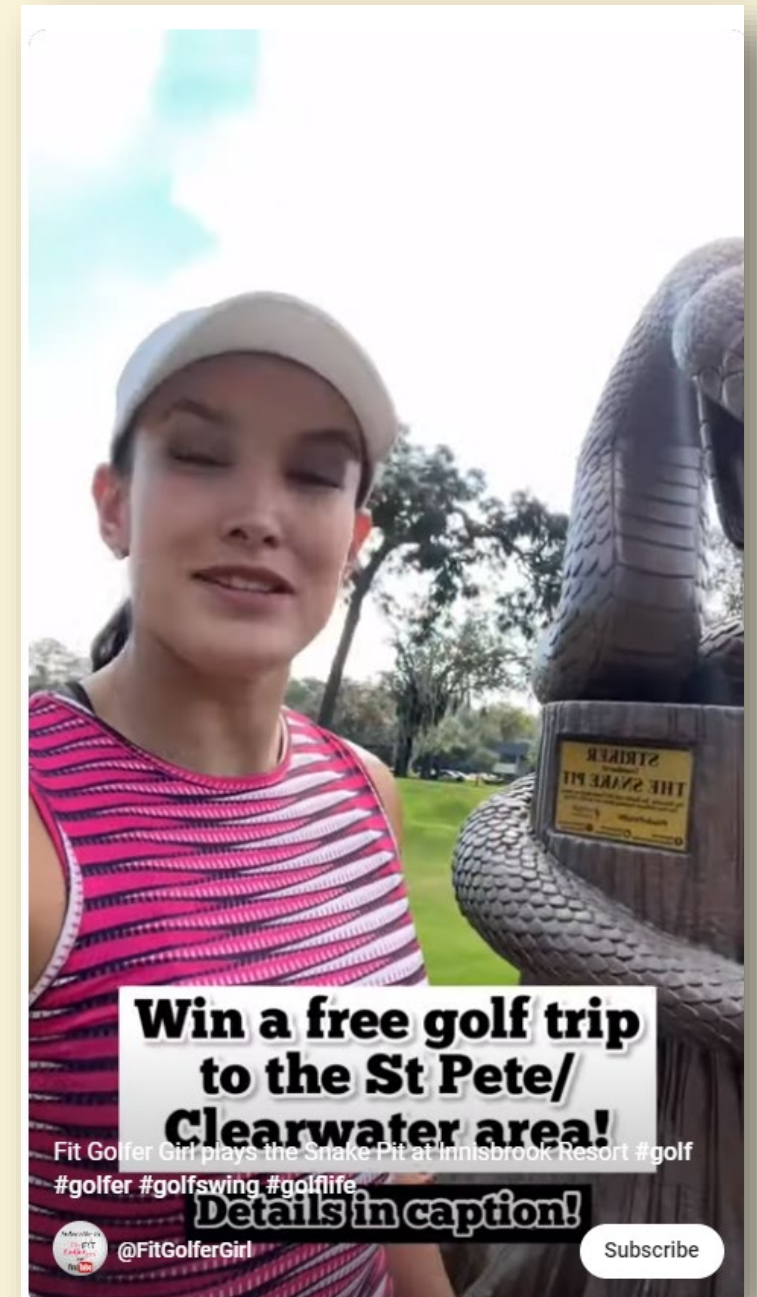
- On Saturday, Dec. 10, Pelican Golf Club in Belleair hosted the seventh edition of Capital One's The Match.
- The seventh iteration of "The Match" drew 1.38 million viewers across TNT, TBS, truTV and HLN on Saturday night, as Tiger Woods and Rory McIlroy took on Jordan Spieth and Justin Thomas.
- As part of its event partnership, VSPC ran our "Let's Shine" commercial during the highly viewed national event broadcast.
- Additionally, we collaborated with golfer **Carolina Romero** – one of Golf Digest's 50 best golf-fitness trainers in America – as part of our "Like a Local" influencer content series. Carolina documented her stay showcasing St. Pete/Clearwater as a premier golf destination and helped launch the "Like a Local" Outdoor Adventurer trip sweepstakes on her social accounts.





Carolina Romero @thefitgolfer

- Carolina is a fitness lover, former NCAA division I golfer turned TPI certified golf fitness coach and golf social media content creator.
- Golf Digest recently named Carolina one of the 50 best golf-fitness trainers in America for 2022-2023.
- Past partnerships: LPGA Tour, The Honda Classic, Top Golf, Body Armor
- **Instagram:** 120,653 followers + 2.3% engagement rate (average is 1.5% so this is above average!)
- **YouTube:** 12,200 subscribers



GULF TO BAY





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THANK YOU!

