



# FY 21-22 BVK MEDIA RECAP

# Media Strategy

- Flight media placements on most impactful timeframes
- Increase support for need periods
- Maintenance level for peak periods
- Pursue unique media opportunities
- Explore brand alignments/partnerships
- Target our audiences based on persona

# Markets

**Development:** Chicago, Indianapolis, Cincinnati, Nashville, Atlanta

- Great growth opportunity
- Less awareness and familiarization with destination
- Low repeat visitation <2% (Q121)

**Maintenance:** Orlando, Jacksonville and Ft. Myers-Naples

- 56%+ of arrivals
- High awareness and familiarization
- 10X+ repeat visitation vs. OOS – 22% (Q121)



# Audience

Adults 25-65

\$100K+ HHI

Likely to travel to Florida on vacation

Interest in beach and arts/culture

Index high on “Vibrancy” indicators

Fun: Life should be as much fun as possible

Variety: Seek out variety in everyday life

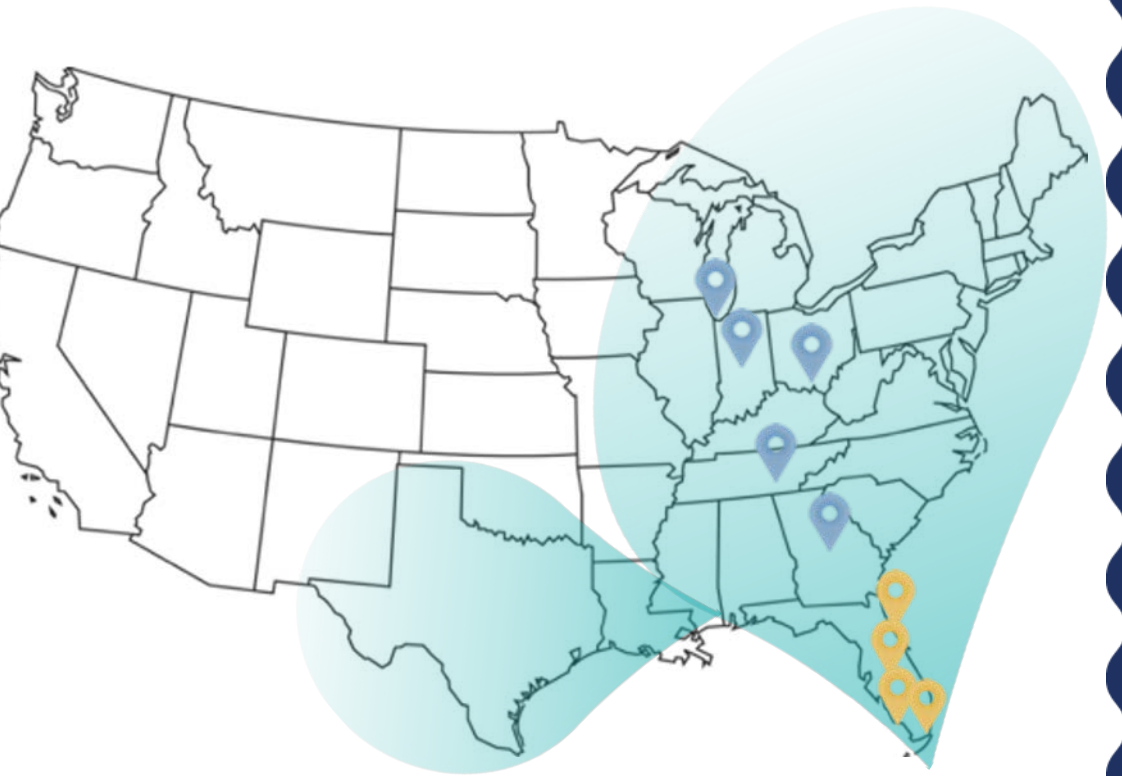
Curious: Explore and learn about new things

Excitement: Have stimulating experiences



# HIGHLIGHTS





## ACCOMPLISHMENT

Those aware of Visit St. Pete/Clearwater's Fall-Winter 2021/22 campaign reported **higher consideration** for a future St. Pete/Clearwater trip compared to those who were not exposed to any marketing (+13 points).

## GOAL

Increase intent to travel across all advertised geographies and audiences

*Source: FY21-22 Destination Analyst Ad Effectiveness Study*



## **GOAL**

Explore growth opportunities in niche markets

## **ACCOMPLISHMENT**

SPC is gaining traction with diverse audiences – Black/African American, Latino/Hispanic and LGBTQ+ travelers show strong levels of campaign awareness, and awareness led to increases in ideal fit perceptions and travel intentions among each group.

*Source: FY21-22 Destination Analyst Ad Effectiveness Study*

# GOAL

Positively impact tourist development tax by driving increased overnight visitation

# ACCOMPLISHMENT

- Total economic impact and taxes generated by the Fall-Winter campaign **increased 13% and 15%** respectively.
- Total direct visitor spending generated by the Fall-Winter campaign **increased 12%**

*Source: FY21-22 Destination Analyst Ad Effectiveness Study*



# GOAL

Optimize initiatives to drive more efficiency and effectiveness

# ACCOMPLISHMENT

- The Fall-Winter media campaign\* garnered an estimated **ROI of 36:1** which is a 3% increase year-over-year.
- Maximized annual media buy by delivering **\$8.48 million in added value**

*\*Fall/Winter campaign launched October 2022  
Source: FY21-22 Destination Analyst Ad Effectiveness Study*



# Annual Results\*

- Impressions Goal: 1.24 B
- Impressions Actual: 1.91 B
- Total Media Spend: \$9.57 MM
- Total Media Value: \$18.01 MM
- **Media ROI: 189%**

**\$ 8.48 million in added value**

\*Excludes multi-media partnerships e.g. Breeze Airlines, ESPN Elite Invitational, Heliconia Adventure Cities, P1 Powerboat, Tampa Bay Rays, etc. and M&C

# Print Bonus Results

- AAA Living Magazine (Visit Florida Co-op)  
+ **328,286 bonus distribution** in WI
- AFAR Magazine (Visit Florida Co-op),  
Chicago Magazine & Rolling Out - **Bonus advertorials**
- Atlanta, Chicago, Indianapolis and Cincinnati Magazines  
– **Premium ad positions**
- City & Shore Magazine –  
February **bonus upgrade to a spread + premium  
ad position** inside front cover
- Encore & New York Times Sunday Mag –  
**three bonus ads**
- Garden & Gun – **Bonus full page advertorial,  
100K ROS Digital Impressions,  
(2) week home page take over,  
(1) online field report**



**Total Added Value = \$2.26 MM**

# OOH Bonus Results

- Carvertise & L-train bonus exposure – **extended flight by over 3 weeks** - 17 cars and all (4) trains remained posted and active in markets
- Orlando Airport – cost was **negotiated 50% off** rate card

**Total Added Value = \$2.53 MM**



# Broadcast

## Cable + TV

- Sample programming: Chicago Fire, Chicago Med, Dancing with the Stars, The Voice, American Music Awards, College Football, ESPN Monday Night Football, Amazing Race, Survivor, The Bachelor, Greys Anatomy, Station 19, NBA Primetime
- Bonus impression received in Atlanta, Indianapolis, Cincinnati, Nashville, and Chicago
- **Orlando WESH TV** – News content integration Live Beach camera with 1,014 (:10) mentions
  - Only CVB to own this TV Editorial Placement in News



**Total Added Value for TV + Radio = \$3.52 MM**



# Activation Results

- 85 million+ total impressions
- 2,069+ giveaway entries

**1 Gold  
HSMIA Award**




**BEACH CLEANUP**

**TikTok influencer featured in Pinellas beach cleanup campaign**

Visit St. Pete/Clearwater and Keep Pinellas Beautiful have teamed up with local TikTok influencer Caulin Donaldson for a new campaign aimed at getting visitors to pick up their beach trash.

"I feel so incredibly grateful that I am the one that gets to spread this message with the county," said Donaldson, 25. "That we're working together to do this."

In December 2019, Donaldson began a series of TikTok videos that showed him picking up trash at the beach for 500 straight days. The social media influencer, who lives in Redington Beach, has amassed 1.4 million followers.



Chicago Zoo Lights, Nashville Predators Stadium Series, Unwind & Be Kind Campaign, Philadelphia Union, Piedmont Arts Festival

# Adventure Cities: St. Pete / Clearwater

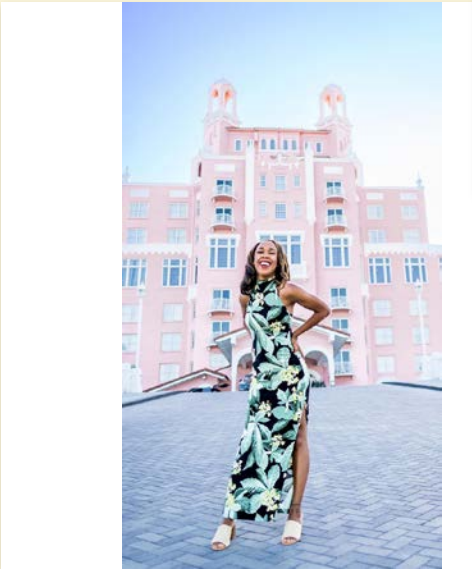
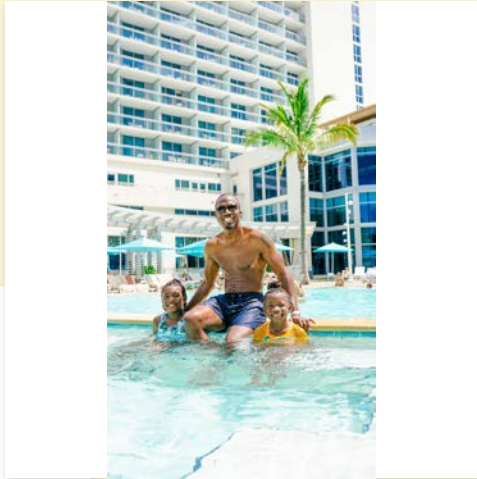
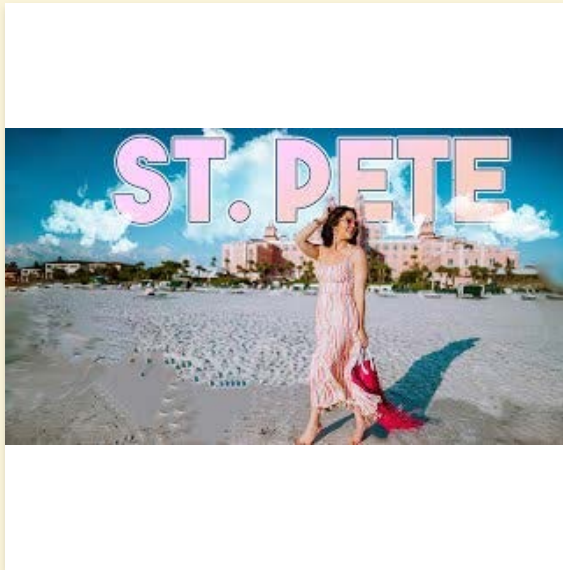
- 10-minute episode
- Aired on 10/30 on Bally Sports South PLUS social promotion
- Airings to date: 149\*
- 403K reach

**2.19 ROI**

\*as of 1/11/23



# Influencers



Hosted 4 influencers

11.2 million impressions

Budget: \$43,858

Earned Media Value: \$247,100

**ROI: 5.6: 1**



# Community Relationship

- Launched monthly Tourism Talks segments promoting the value of tourism
- Aired monthly:
  - Tampa - WFLA morning show with Ryan Gorman
  - Statewide – Florida New Network/Florida Roundtable with Melissa Fox
- Guest interviews:
  - Steve Hayes - tourism updates
  - Dr. Cynthia Johnson –economic development + tourism
  - Barbara St. Clair – arts + tourism
  - Caulin Donaldson – sustainability/beach clean ups
  - Commission Justice – ways tourism supports residents





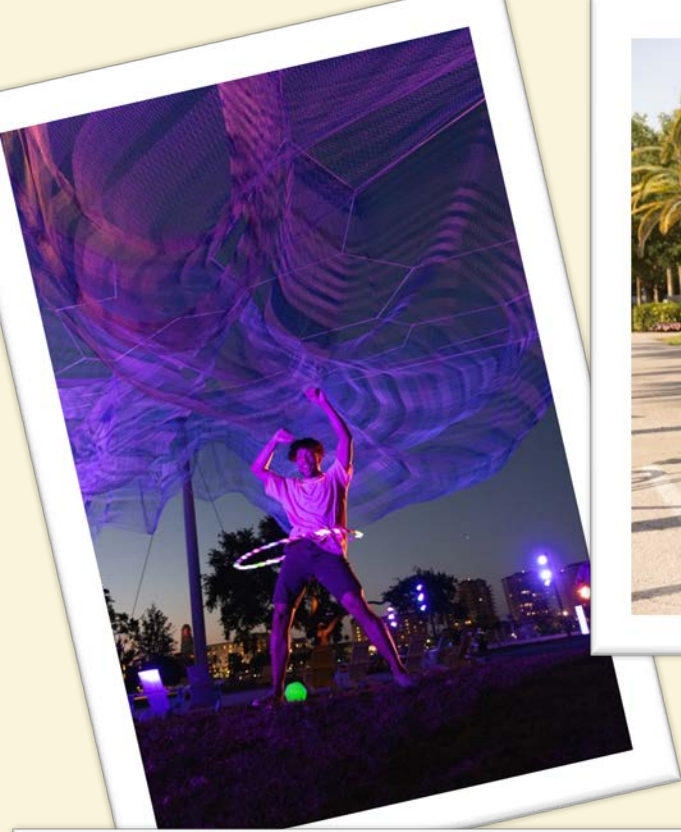
**LET'S  
SHINE.**

## **ACCOMPLISHMENT**

**In July 2022 the new brand campaign, Let's Shine launched across all paid media channels.**

## **GOAL**

**Continue to explore opportunities to efficiently increase awareness and travel from OOS markets**



**May 2022**  
**Photoshoot**





ST.PETE  
CLEARWATER

# THANK YOU

