



ST.PETE
CLEARWATER

MEDIA RECOMMENDATION FY22: APR-SEPT



MARKETING OBJECTIVES

Drive Visitation
Stretch Stays
Grow Spend
Build Awareness
Serve Partners



PLANNING CONSIDERATIONS

- Annual goals and strategies
- Continuation of current core media plan
- Current travel trends
- Booking trends/pacing
- Opportunities to story tell, break-through the clutter and reach consumers through unique and engaging initiatives

PLANNING CONSIDERATIONS

Markets

- Developmental
 - Atlanta
 - Chicago
 - Indianapolis
 - Cincinnati
 - Nashville
- Maintenance
 - Orlando
 - Miami
 - Jacksonville
 - Fort Myers-Naples

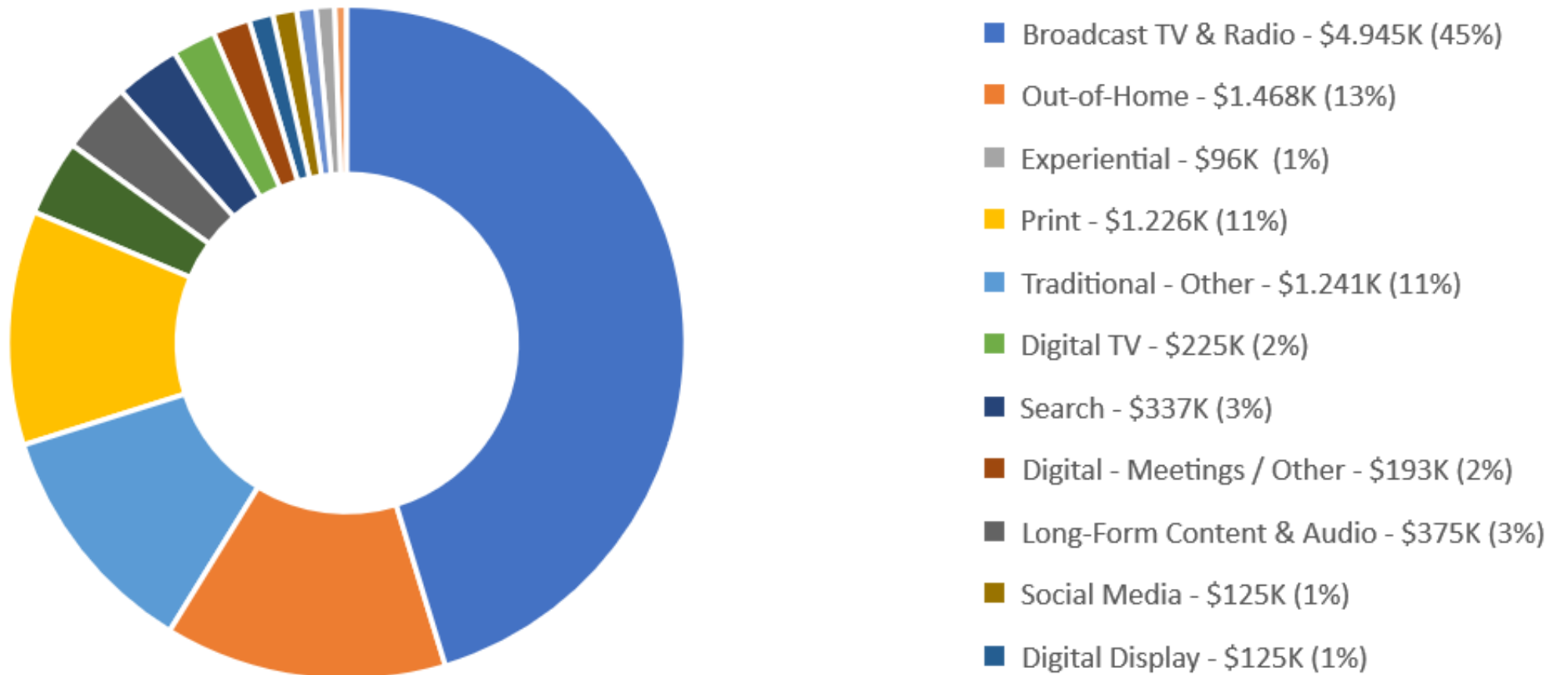
Core Audiences

- Adults 25-65
- \$100K+ HHI

Timing

- April-Sept

MARKETING CHANNEL BREAKDOWN

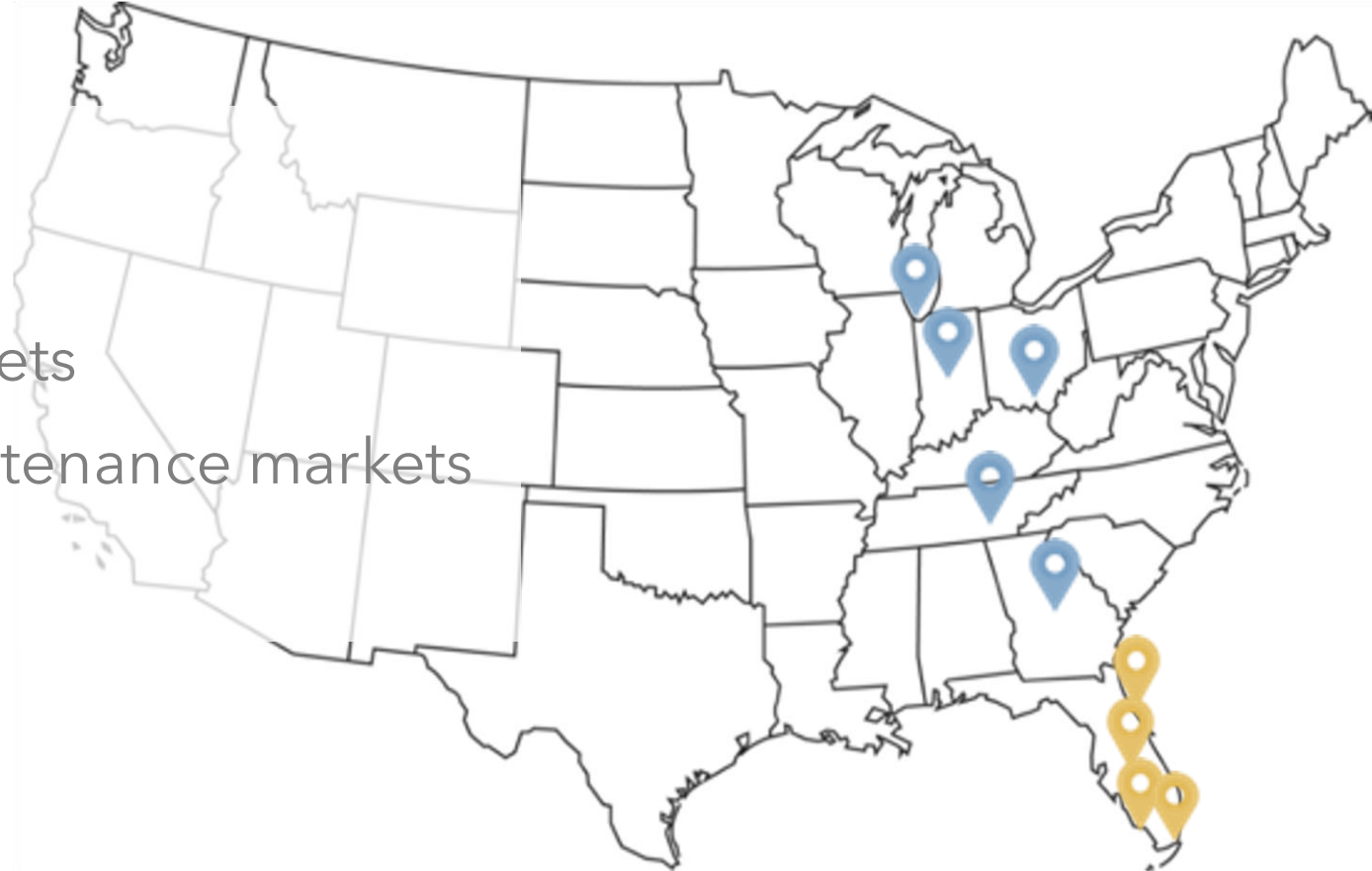


The background of the slide is a close-up photograph of sand dunes. The sand is light-colored and shows distinct, wavy ridges and valleys, creating a textured, undulating surface. The lighting is warm, suggesting a sunset or sunrise. On the far left edge, there is a vertical strip of green, textured material, possibly representing grass or a decorative border.

CORE MEDIA PLAN

BROADCAST MEDIA

- Jul-Sept '22
- Promotional extensions **NEW**
- Television - Developmental markets
- Radio - Developmental and maintenance markets



OUT-OF-HOME MEDIA



- May-Sept '22
- Developmental and maintenance markets
- Billboard domination – **NEW**
Consecutive messaging

PRINT MEDIA



- Midwest Living/Southern Living **NEW**
- Premium unit: ½ Page spread **NEW**
 - Garden & Gun
 - Nashville Lifestyles
 - Indianapolis Monthly
 - Cincinnati Magazine



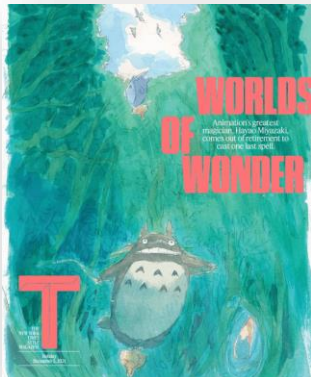
PRINT MEDIA

ARTS / CULTURE NICHE

- Continuation of placements in highly read city lifestyle and arts focused publications
- Premium unit: ½ Page spread/Full page in city magazines **NEW**

National Arts/Culture Niche Publications

Arts Enthusiasts are 17% more likely to read printed magazines



NICHE PRINT MEDIA

Continuation of placements in key niche publications

LGBTQ+



Black



BROADCAST OVERLAYS

TV PROMOTIONAL EXTENSIONS

- Long form opportunities to highlight St. Pete/Clearwater experiences in top-rated morning shows
- 2-3 minute vignettes/interviews
- Take-overs
- Sweepstakes
- Online inclusions

Orlando



NEW

Indianapolis



Atlanta



TV PROMOTIONAL EXTENSIONS ^{NEW}



- Sponsor of weekend getaway forecast
- Unique opportunity to be integrated directly into the newscast

RADIO PROMOTIONAL EXTENSIONS^{NEW}

Integrated Influencer Program - Content Series

Influencer social channels

Social channels
(Facebook, Instagram, YouTube)

Content lives on a custom
landing page

13-minute pod-lets
*Interview series with SPC
experts on unique
experiences SPC has to
offer*

PODCAST

Local market radio stations

Streaming Audio

VSPC social channels

iHeartRadio App Library

First DMO to run this program with iHeart

RADIO PROMOTIONAL EXTENSIONS ^{NEW}

Tourism Talk Tampa Bay

Local Tampa Bay Market

- Opportunity to reach residents, and tourism and business leaders
- Focus on “business of tourism”
- Can include a variety of industry topics and interviewees (arts, events, economic development, etc.)
- NEW monthly 5-minute segment created for VSPC on “The Ryan Gorman Show”



RADIO PROMOTIONAL EXTENSIONS^{NEW}

Tourism Talk Florida

State of Florida

- NEW monthly 10-minute segment will be created for VSPC
- Airs on FNN's most popular public affairs show "Florida Roundtable"
- Episodes will be available for stakeholders and industry websites
- Weekly VSPC vignettes will run across the Florida News Network that will highlight all things VSPC



INFLUENCER MARKETING INITIATIVES

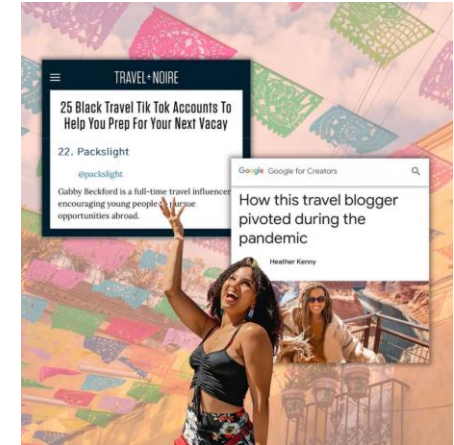
INFLUENCER PROGRAMS

Spring

- Partner with a series of diverse travel influencers + bloggers from each priority travel segment (LGBTQ, Hispanic) from developmental markets.
- Showcase experiences that go *beyond the surface* both on and beyond the beach.
- Creator to publish Instagram page posts, recap YouTube Vlog, and share high-res images.

Fall

- Promote in-state visitation through Florida content creators.
- FUN CHANGE-UP: Influencers help promote a sweepstakes encouraging fellow content creators and consumers to win a weekend/weekday trip to St. Pete/Clearwater.
- Entrants will be encouraged to post on IG to showcase why they want to win.
- Winners will create and post content. Also promoted on VSPC channels and website.



EXPERIENTIAL OPPORTUNITIES

ART MURAL EXPERIENCE

- Partner with local St. Pete/Clearwater artists to paint a mural(s) in a key developmental market.
- Overlay augmented reality where consumers can use their phones to bring the image to life.
- Host media event to unveil mural.
- Capture content to showcase installation on social + web.



ACTIVATIONS

Continue success from Winter/Spring integrated activations (Chicago Lincoln Park ZooLights, Nashville Stadium Series/Winter Park)

ARTS

- Atlanta Arts Festival
 - In August 2022, partner with ATL Arts Festival to have an onsite VSPC booth.
 - Include interactive overlay with local artist

SPORTS

- Philadelphia Union Pride Night - June 26





DIGITAL



2021 & Q4 DIGITAL HEADLINES

- Site visits were up 2.2 Million versus 2020 (60 percent!) and up 1 Million versus 2019 (21 percent!)
- Visitors to the new VisitSPC.com are looking at more pages and spending more time on the site, all with lower Bounce rates
- About half of the growth in site visitors versus last year came through Organic and Direct channels, with big growth in Facebook referrals (the #4 source of traffic, up 61%) and Email (the #9 source, up 154%)
- Our communities and partners are vitally important, and with the new site launch, Community pageviews are up 142% (vs '20) and 41% (vs. '19), with Partner Deal Views up 505% (vs. '20) and 545% (vs. '19)

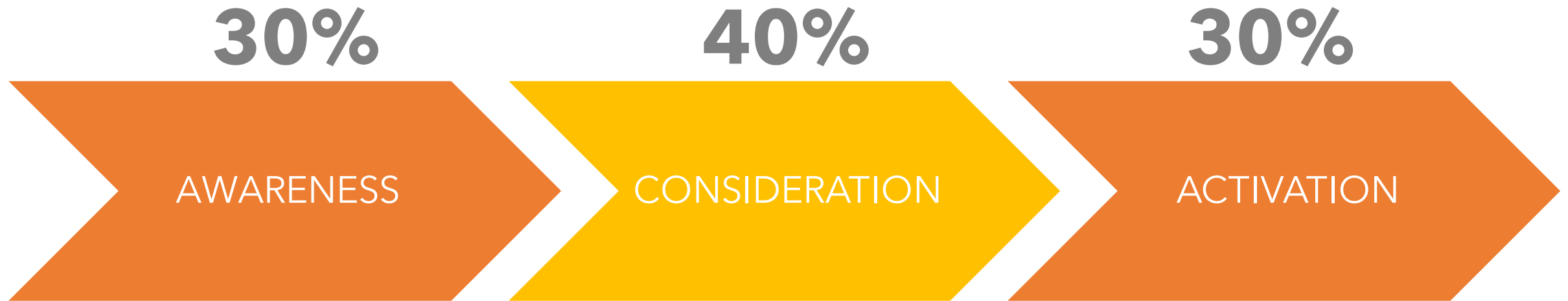


2022 STRATEGIC OBJECTIVES

- Now is the time to aggressively promote SPC, since Destination Analysts' most recent reporting shows conditions are very favorable, with excitement for Florida topping the charts plus encouraging trends for travel planning.
- Building awareness of all there is to discover in Pinellas County widens our appeal to diverse audiences and interests, so we're using richer, more robust ads and new Brand Alliances to support tourism across each community and type of visitor.
- Since promoting our burgeoning Arts scene with additional media (which was award winning!), we're driving strong results (Arts pageviews are up 48% with a 52% increase in average time on page), and will continue to develop new partnerships, eye-catching ads, and expanded promotion of all that the destination offers.
- Weekends are strong in the destination, but midweek can use a boost – so a new campaign is slated to extend stay length.



THE PLAN



AWARENESS: what to see, do, explore and savor in the destination

CONSIDERATION: making SPC the clear choice for the best vacation

ACTIVATION: Plan and book

THE MARKETS

DRIVE - 50%:

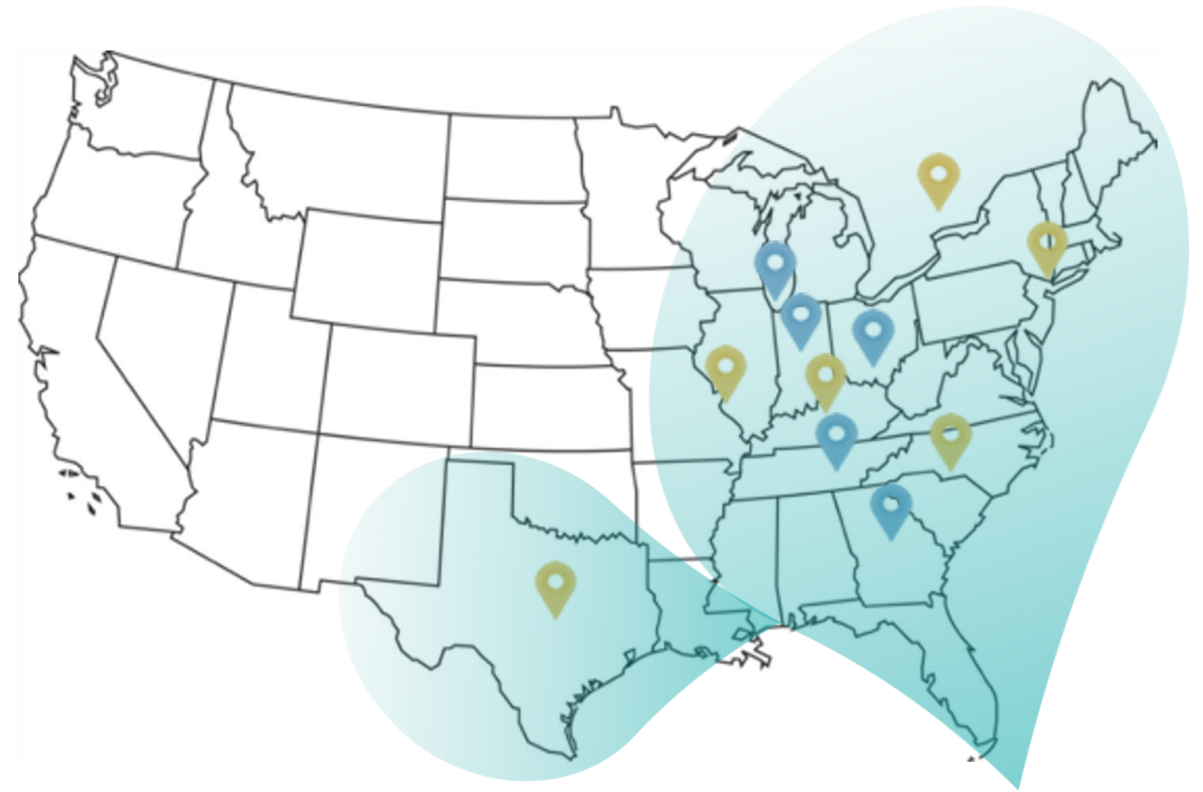
Florida with Orlando, Miami, Jacksonville and Ft. Myers/Naples focus (excludes Tampa Bay area)

FLY - 50%:

Focus on key markets (📍) with broader targeting for high potential / trending markets (📍)

TARGET:

25-65 years old, \$100+ HHI, beach / outdoor / arts enthusiasts plus LGBTQ and LatinX niches (drive only)







ALWAYS ON

Google  YouTube  

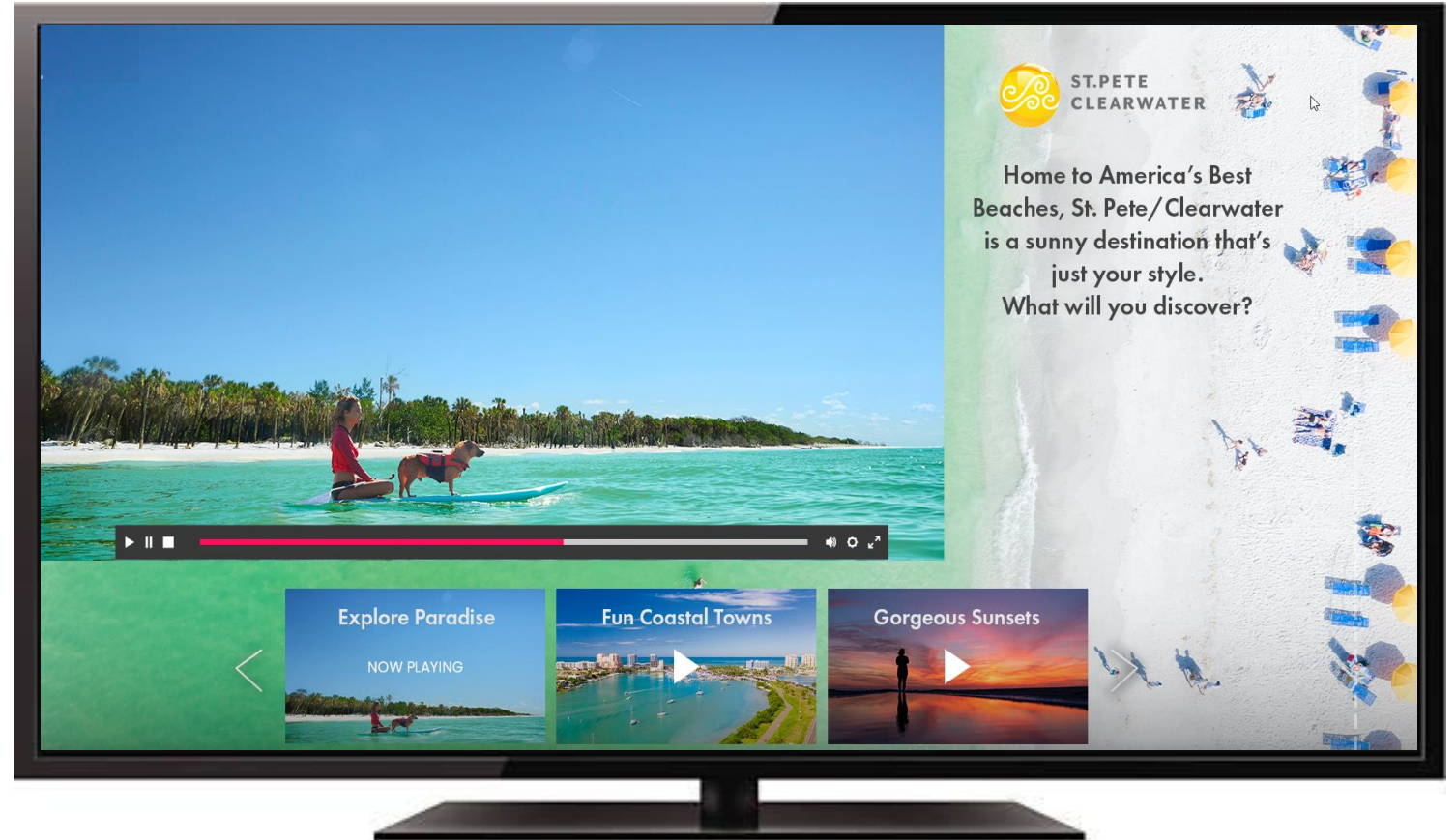


SEASONAL (RENEWED)

Partner	Description	What's New?
	Video Commercials, presented by VSPC plus Interactive ads	Adding Drive markets to mix
	VSPC Articles (ads) aligned with related articles and content	New custom content to be developed for niche audiences (LGBTQ + Latinx)
	Fun and interactive "choose your adventure" ads for mobile	Ongoing optimization to increase engagement
	Display Ads for Beaches plus Arts & Culture	Premium Inventory with TripAdvisor + Conde Nast

CTV: HULU

As opposed to a static ad or a video, Streaming TV viewers can pick a topic to see beautiful videos presenting some of the best our communities offer



CUSTOM CONTENT: NATIVO

Nativo provides paid ads that are contextually relevant and aligned and allow VSPC to promote long-form content for all key campaigns & niches, and from independent research, they over-indexed as well as increased propensity to visit SPC by 8% compared to pre-exposure. These ads promote:

- LGBTQ
- Latinx
- Core Brand / Beaches
- Arts & Culture

Latinx | Custom



4 Ways to Celebrate St. Pete's Rich Hispanic Culture This Spring

This listicle will outline some key art/culture exhibits and events that honor and celebrate Latinx culture. Example of exhibits can include the Dali Museum as well as some of St Pete's most popular restaurants taken from this page

LGBTQ | Custom

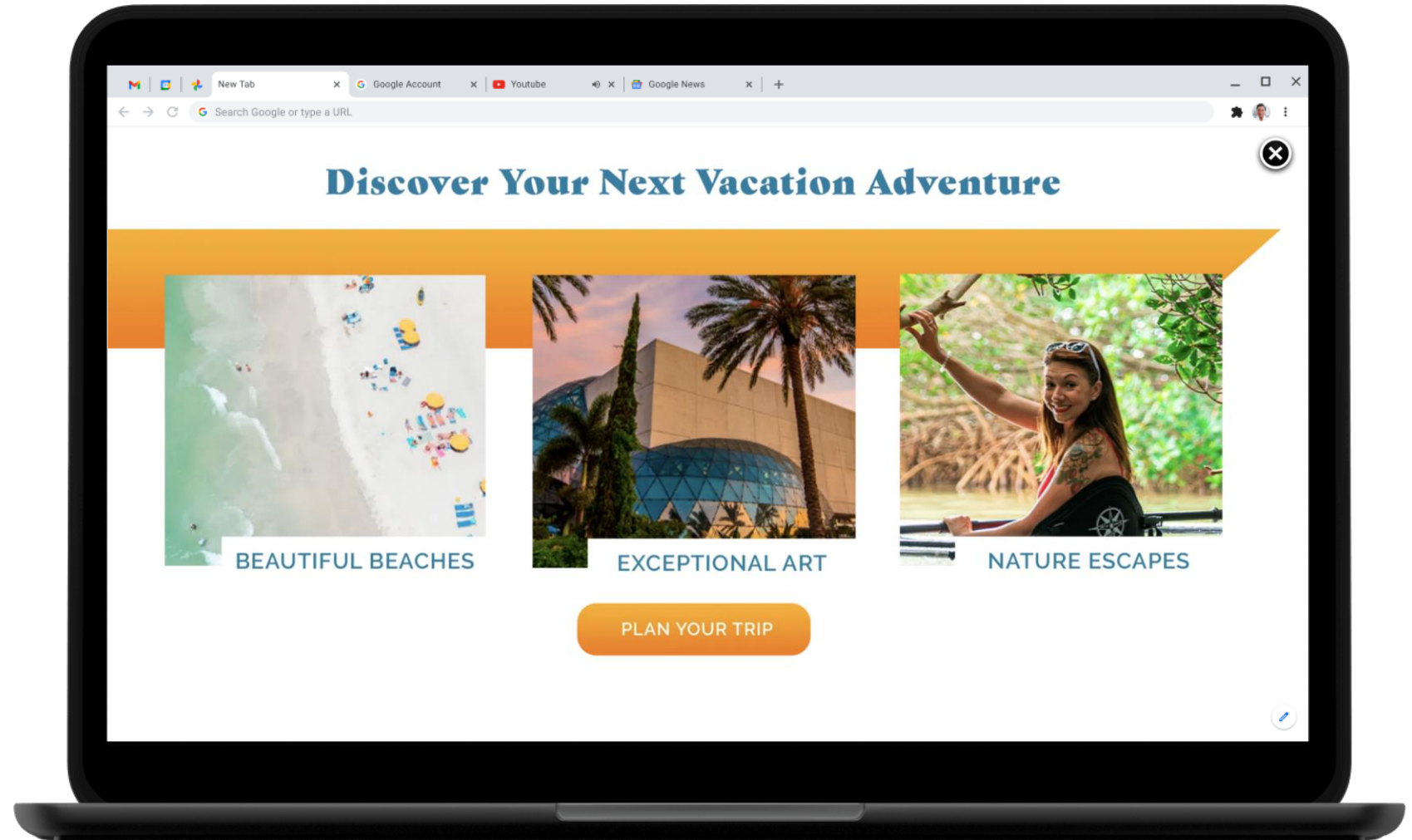


Here's Everything You Need to Know About the Gay Scene in St. Pete's

This article would do a deep dive into the LGBTQ scene and offerings in St. Pete/Clearwater. Content is instructive yet engaging with immediate and actionable tips that can perform well.

RICH MEDIA: UNDERTONE

These interactive, ads allow our target audiences to choose their own adventure based on what they enjoy



TARGETED DISPLAY: PREMIUM SITES



Provides precise targeting for:

DESTINATION BROWSING: Places that offer history, arts, museums, performances

CATEGORY BROWSING: Interests and affinities for museums, theaters, concerts

SEARCH HISTORY: Past searches that included culture, history, theaters

CONDÉ NAST BRAND PORTFOLIO

allure AD ars technica bon appétit Condé Nast Traveler epicurious GLAMOUR GQ
THE NEW YORKER Pitchfork SELF teenVOGUE them. VANITYFAIR VOGUE WIRED



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NEW FOR (SUMMER) TWENTY-TWO



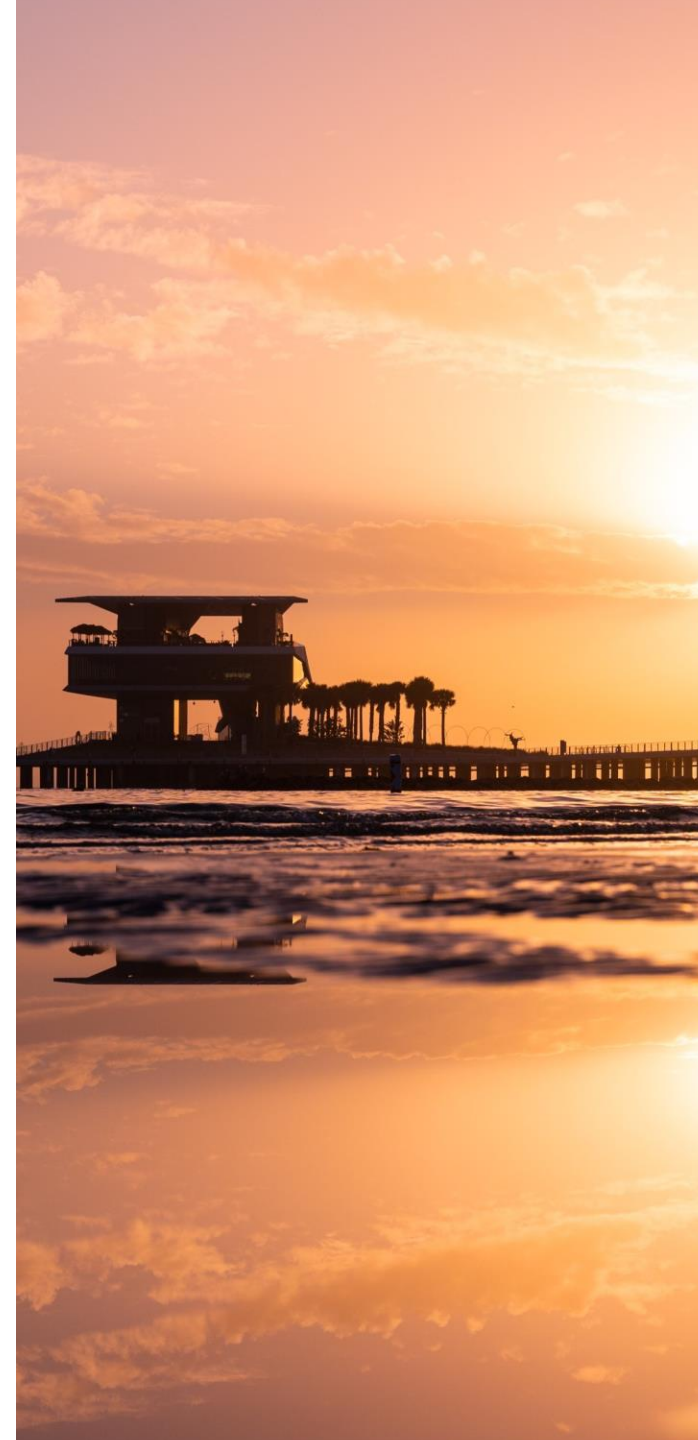


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MEDIA STRATEGY

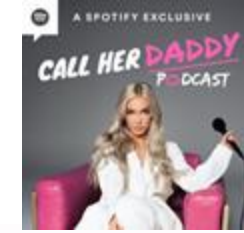
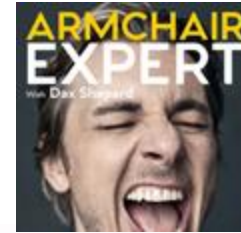
For Spring/Summer of 2022, we are building on the success of the Fall/Winter campaigns, tapping into exciting new programs and giving our partners opportunities to advertise with proven travel leaders. Key tactics include:

- MORE PODCASTS & AUDIO
- NEW BRAND PARTNERSHIPS
- MORE LONG FORM CONTENT
- CUSTOM CO-OP OPPORTUNITIES



PODCASTS: SPOTIFY

- Audience-based advertising across a network of podcasts provides meaningful scale to the listeners who matter most to VSPC
- Network reaches over 3.2M
podcasts include 1000+ originals and exclusives
- Audio spot production is included as AV



Spotify Studios



The Ringer

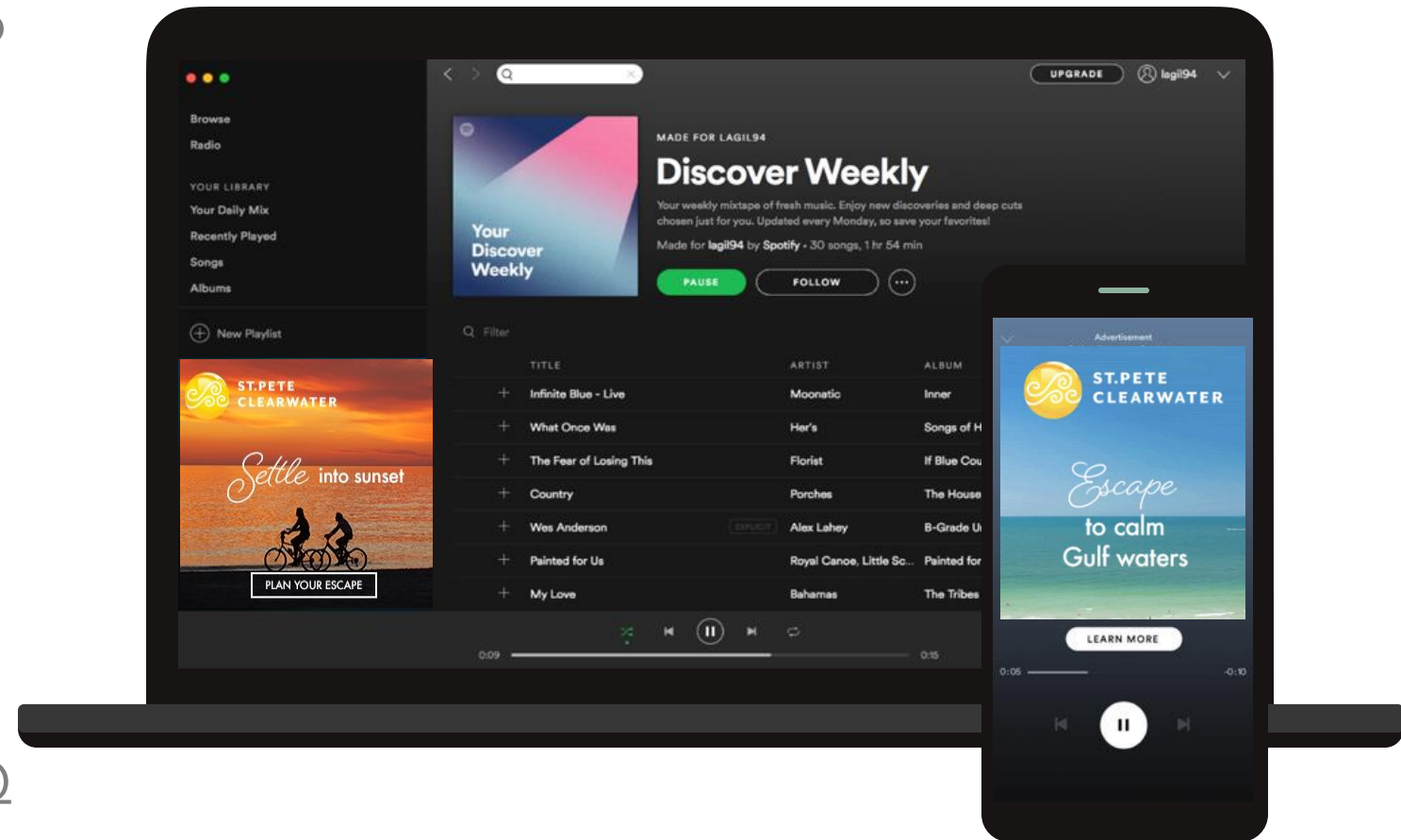
Gimlet



Parcast

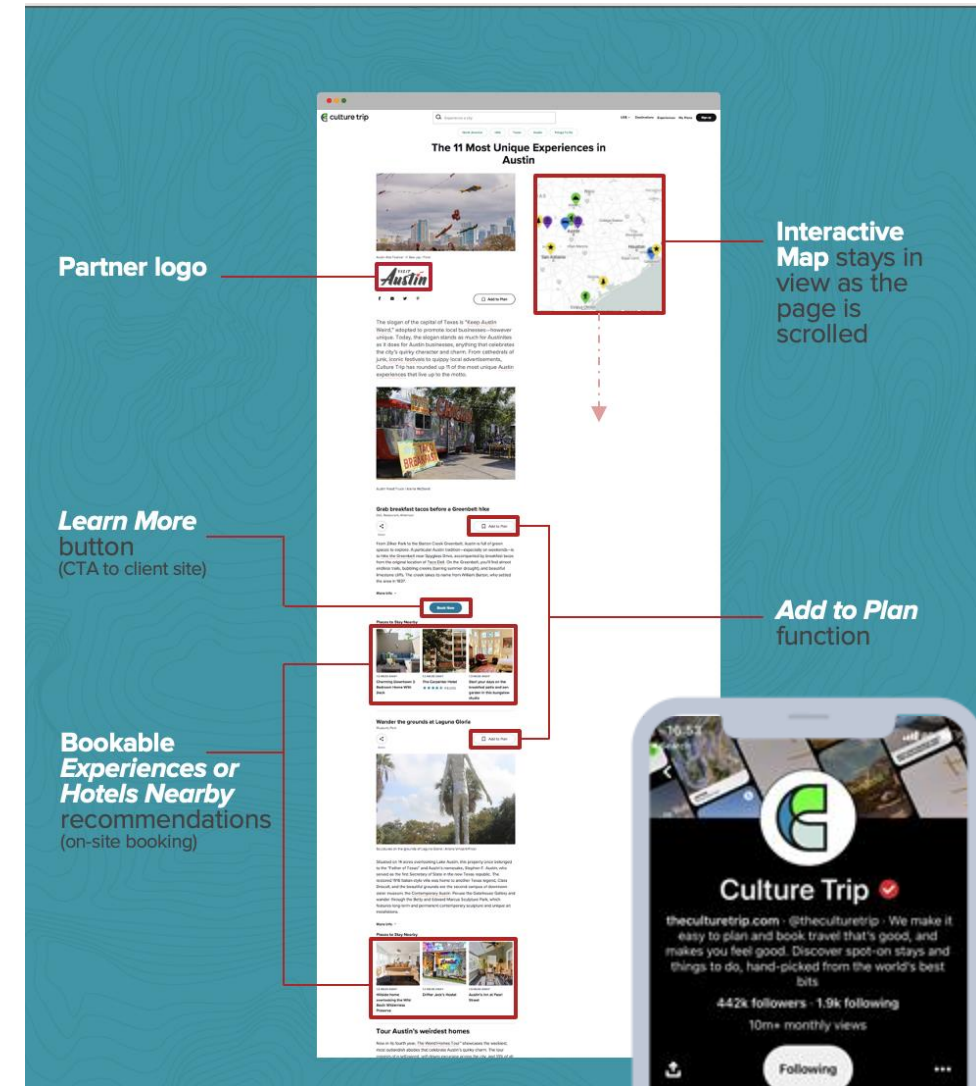
AUDIO: SPOTIFY

- Reach largest streaming audio audience (87M ad supported users) wherever they are listening
- Reach users when they are in the right mood using playlist targeting
 - Roadtrip playlists in Florida
 - Happy & Summer playlists in Fly markets
- Cultural Affinity targeting, to reach LatinX and Pride/LGBTQ listeners in Florida



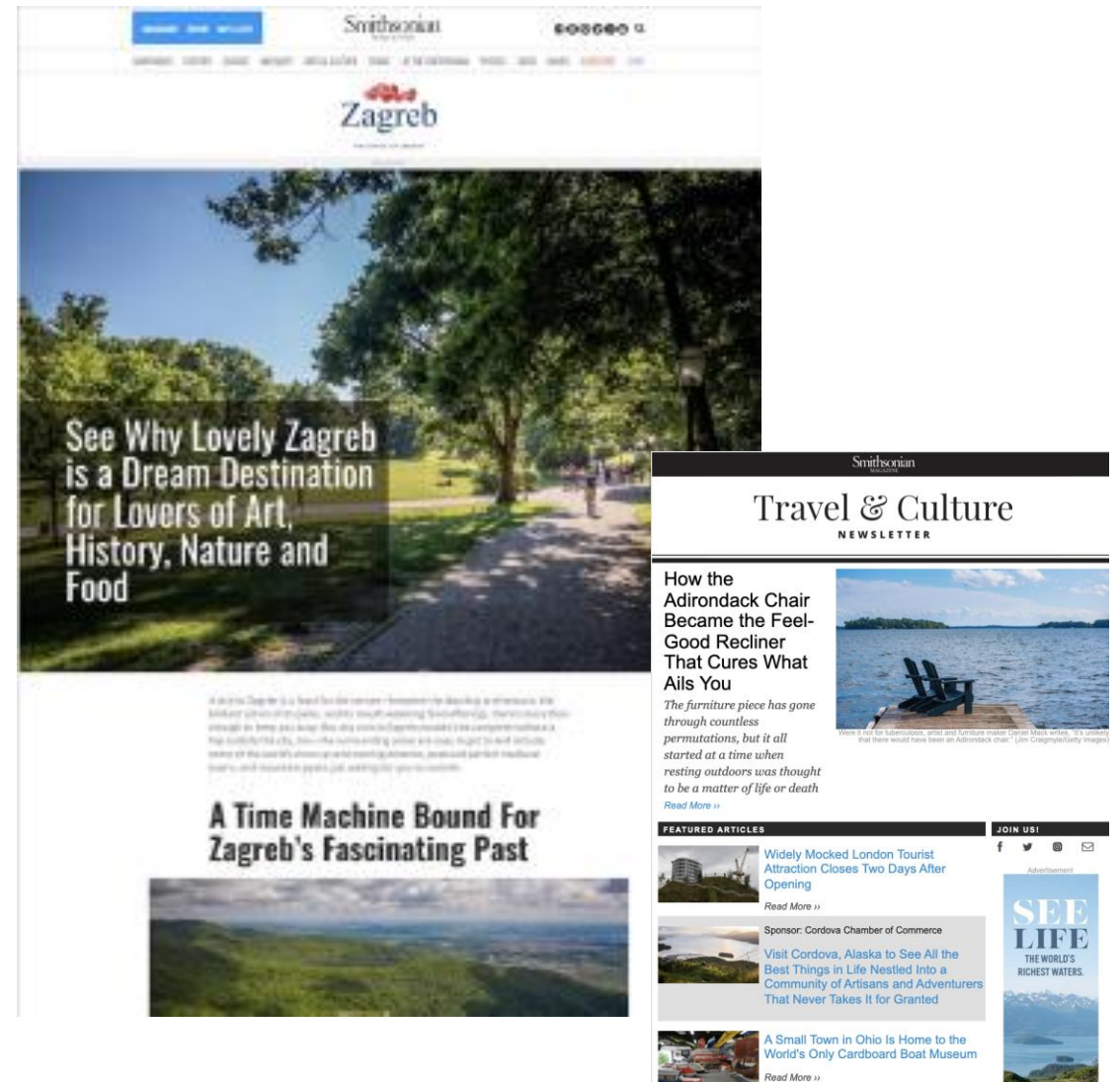
CUSTOM CONTENT: CULTURE TRIP

- Partner with award-winning travel content publisher to reach their highly engaged and culture-obsessed audience
- Custom social video with UGC feel
- 2x Bespoke articles including links to bookable experiences
- High impact display
- Social Amplification to their 8.5M US followers



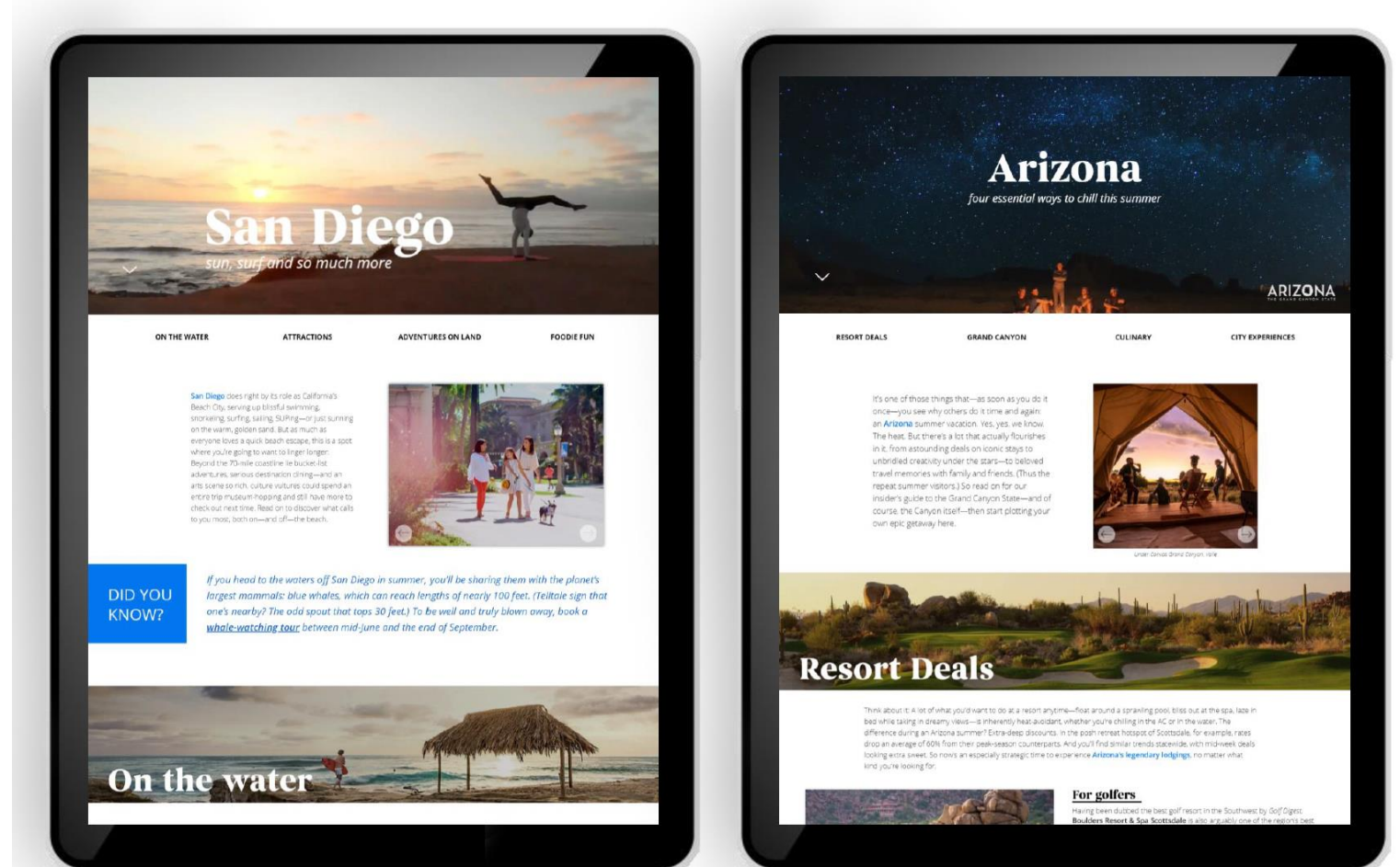
CUSTOM CONTENT: SMITHSONIAN

- Reach curious, engaged travelers through partnership with trusted cultural institution
- Custom native article will be promoted via native ads, custom slideshow banners, and targeted Newsletter takeovers



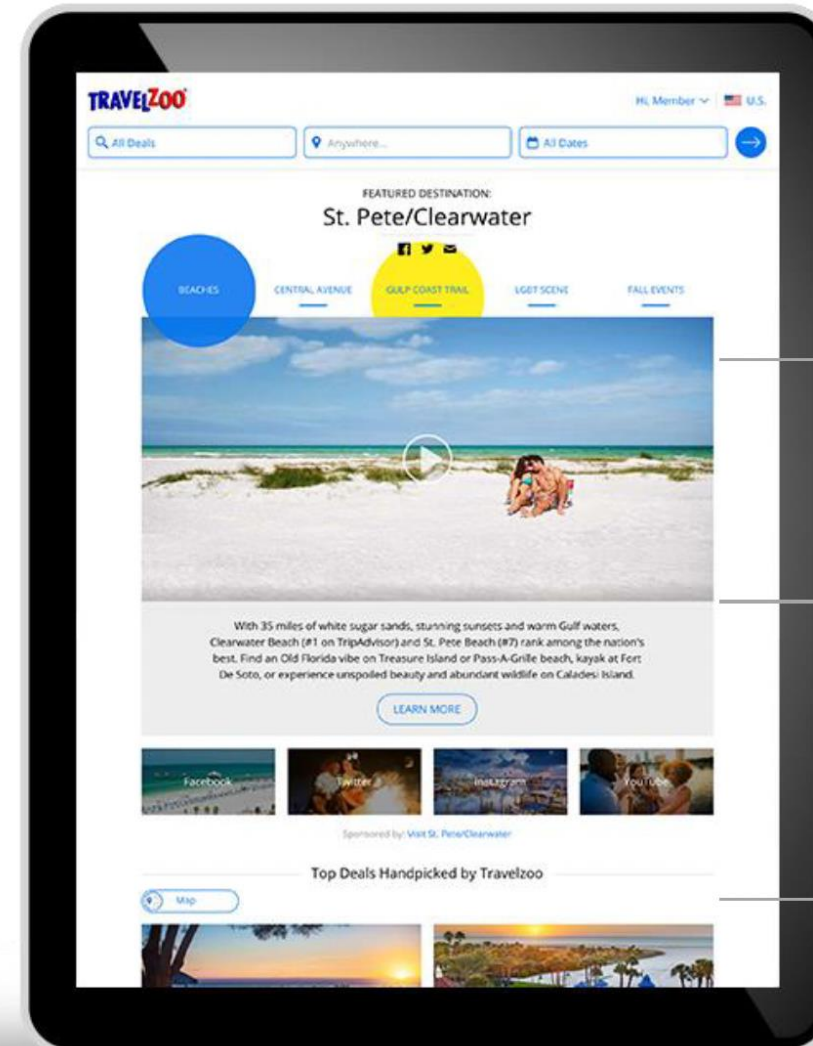
CUSTOM CONTENT: TRAVELZOO

- Destination Showcase features immersive, interactive content to inspire & engage users
- Custom microsite will include video, images, and maps to bring VSPC offerings to life
 - Beaches
 - Arts & Culture
 - Craft Beer



PARTNER PROMOTION: TRAVELZOO

- Pair destination content & partner travel offers in a one-stop-shop to drive bookings
- Promoted via custom emails, social posts, and native site placements
- VSPC to cover commissions on behalf of participating hotels



Five top-of-page custom content tabs

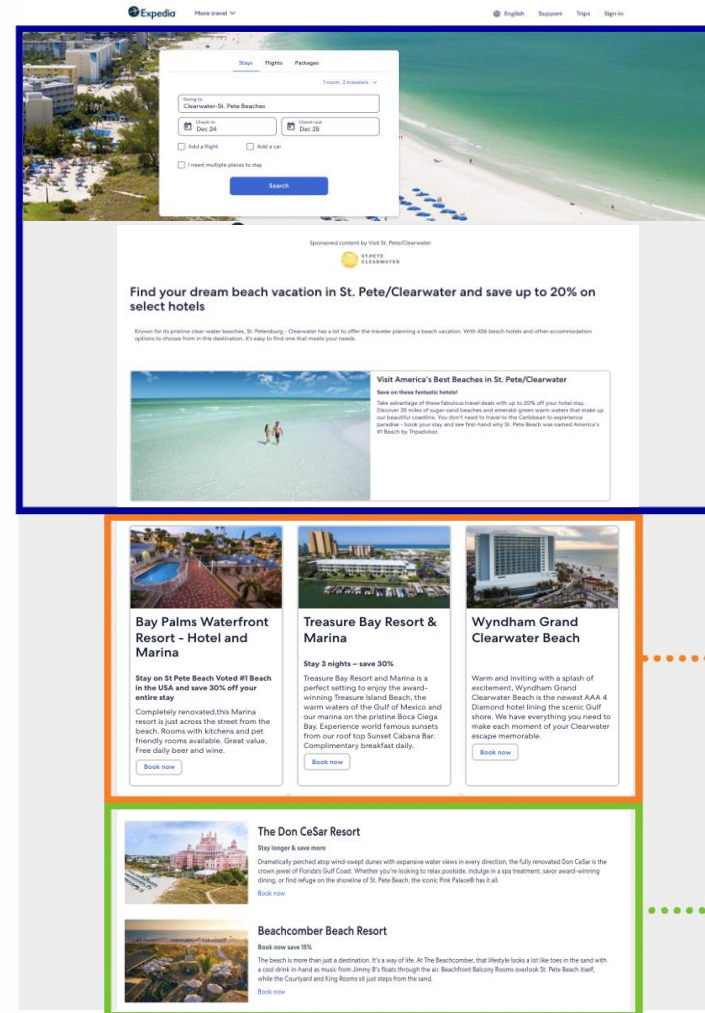
Five above-the-fold images link to your website

Below-the-fold 8-12 partners accepted

+ CO-OP

PARTNER PROMOTION: EXPEDIA

- Drive hotel bookings on #1 US OTA site
- Co-Op Program allows partners to buy in at multiple investment levels based on their marketing budget
- Banner & native ads driving to custom landing page will target travelers searching for SPC and competitive destinations



Presenting Tier - VSPC

- Available for most exposure on landing page and influences the hero image behind the search bar

Featured Tier

- Available for high exposure on landing page
- Up to 8 advertisers

Standard Tier

- Available for most efficient exposure on landing page
- Up to 30 advertisers

DRIVING LONGER STAYS

- With weekends pacing strong, this new campaign helps create a little FOMO by showing how with so much to see and do, you'll need at least a week-long vacation to experience all there is.





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