

2022 PR & MARKETING PLAN	November	December	January	February	March	April	May	June	July	August	September
Press Releases / Pitches	SPC is open, welcome back! Let us tell you what you've missed.	Five reasons to visit SPC in 2022	The ultimate SPC itinerary for families: 3, 5 and 7 day trips	TripAdvisor Awards announcement	Spotlight on Downtown St Pete: attractions, restaurants, hotspots, communities	20 years of St. Pete Pride: LGBTQ+-friendly destination and upcoming 20th year of St. Pete Pride		Last-minute summer sunshine: Pitch TO offers to the destination for summer	Spotlight on Dunedin: eclectic restaurants and bars, dog-friendly, colourful and vibrant community	Ats & culture in SPC: SHINE Festival (Oct), new museum openings / exhibitions, mural arts scene	Festive season in SPC: Why to spend Christmas in Florida
	Ongoing: Proactive pitching of new tourism products, hotels and attractions in VSPC Ongoing: Reactive pitching based on the news agenda, trends and journo requests 24/7 Issues and Crisis Management as required										
Events (in SPC)		Christmas, New Year lead-up	Florida Encounter (Meetings Show)	Valentines Day / Half Term		Easter 17 April 2022	May bank holiday - 2 May 2022	June bank holiday - 2 & 3 June 2022		School summer holidays August bank holiday - 29 August 2022	Lead-up to Halloween
	St Pete Run Fest	Festive activities throughout the month	Florida Huddle John's Pass Seafood Festival	Firestone Grand Prix	Valspar Championship Golf	Tampa Bay Blues Festival Dunedin Highland Games & Festival		St. Pete Pride		Busch Gardens Bier Fest	Cuban Sandwich Festival Clearwater Offshore Nationals
Events (in UK)	2022 shortlisted outdoor events (Wilderness, Latitude family festivals, Craft Beer festival, Taste of London)										
	World Travel Market Visit Florida Signature Dinner Visit the USA Thanksgiving Drinks				Unite USA 15 March TravMedia's IMM VSPC media & trade event Visit the USA Meet the Media 7 March			IPW Orlando			
Travel Trade Features (publish dates)	2022 features lists for other relevant travel trade publications (e.g. Travel Bulletin, Selling Travel) have not yet been made public. We will add relevant feature opportunities in as soon as we can.										
			Travel Weekly: Winter Sun	Travel Weekly: The US & Family holidays	TTG: USA & Family holidays	Travel Weekly: The US	Travel Weekly: Family holidays	TTG: LGBT-friendly holidays	TTG: USA Travel Weekly: The US	Travel Weekly: Millennial travel & Family holidays	Travel Weekly: The US
Press Trips	No trips			1 x individual press trip: Minerva Publications		1 x individual trip: The Sun (TBC)	2 x individual press trips Arts & culture focus: One UK journo St. Pete Pride: One UK journo			1 x individual trip Theme tbc: One UK journo Group press trip Theme tbc: Five ROI media, one host	
Influencer Trips	No trips			Group influencer trip Arts & culture focus: Five attendees, one host			1 individual influencer trip Outdoors & nature focus			No trips	
Rooster to work closely with Visit Florida and other Florida tourism boards to support on press and influencer trips											
Trade FAM Trips	Florida Huddle FAM (JB to join)			Trade group FAM trip Six attendees, one host			Gold Medal Florida Fam where 8 agents, a Trade Partnership Manager and Virgin Host will explore the area with extensive social media coverage during the trip.			No trips	
Brand Partnerships				Brand partnership activation: Headmasters			Brand partnership activation: TBC			Brand partnership activation: TBC	
Tour Op Campaigns	icelolly.com BA/Visit Florida	icelolly.com BookaBed Ireland	Bookabed Ireland	Gold Medal							
Newsletters	Consumer: Family Traveller Trade: Festive season in SPC	Consumer/Trade: Merry Christmas from SPC	Consumer/Trade: Beaches, BA World Offers	Consumer/trade: Arts and Culture, Valentines/couples	Consumer/trade: Sports, Valspar Championship Golf, Grand Prix 2023	Consumer/trade: Easter, Family attractions, Pride 20 years	Consumer /trade: Headmasters Promotion, Explore the districts	Consumer/trade: Consumer: Two centre opportunities Headmasters (solus)	Consumer/trade: Meet a local, hidden gems	Consumer/trade: 'The best day ever' a 12 hour diary from dusk to dawn	Consumer/trade: Beaches and beyond
Account Management	Daily client liaison Weekly coverage & industry updates Loading of articles and contacts to SimpleView Regular media, partner and tour op meetings Managing and maintaining media, trade & consumer databases Fortnightly calls Reporting on campaigns as necessary Monthly integrated PR & marketing report Annual performance report										

