

Visit St. Pete/Clearwater

Co-op Marketing Plan

2022/2023



**ST.PETE
CLEARWATER**

Overview - Program

- Opportunities included:
 - Website Ads (continuous program)
 - Owned Email Takeover and Features
 - Facebook Co-op Advertising Campaigns
 - Programmatic and KPI-focused Display Ads
 - Annual Visit Florida Publication
 - Meetings-specific opportunities, digital and print



VisitStPeteClearwater.com/coop

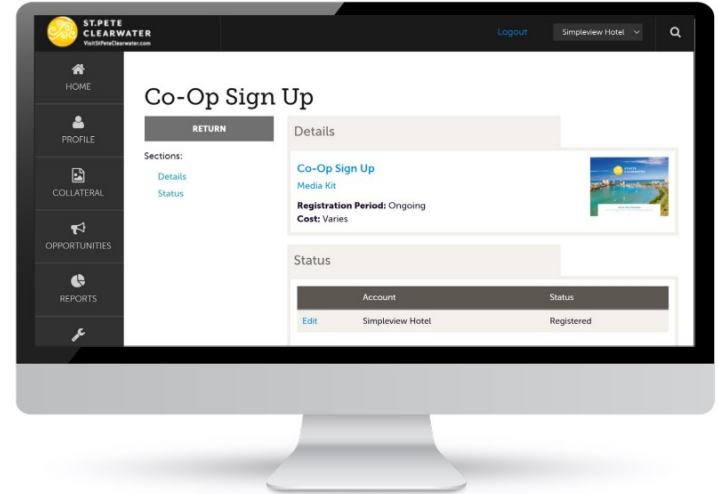
Overview – By the Numbers

- 58 Unique opportunities for partners
- 83 Available spots to advertise
- 14 partners submitted
- Potential partner investment: \$140,000



Overview - Timeline

- Nov. 16: Partners informed of media kit
- Nov. 21: Media kit live on site.
- Nov. 22, 30, Dec. 5: Email reminders sent with program information, and reminder for registration of co-op webinar.
- 10 a.m. Dec. 6: Co-op webinar
- 9 a.m. Dec. 7 – 11:59 p.m. Dec. 8: Registration open
- 10 a.m. Dec. 7: Final communication sent to partners that co-op is live
- Dec. 15: VSPC staff make assignments
- End of this week: Invoices will be sent to partners



Ad Details

Website

- Same program as last year:
 - Impression packages range from 25K to 350K | Rates range from \$600 to \$5.6K

Facebook

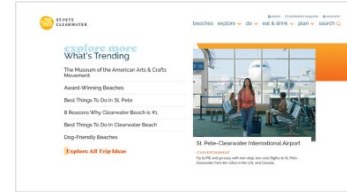
- Same program as last year:
 - Up to \$1000 matching campaign
 - **Sold Out: 11 partners** (w/o overflow)



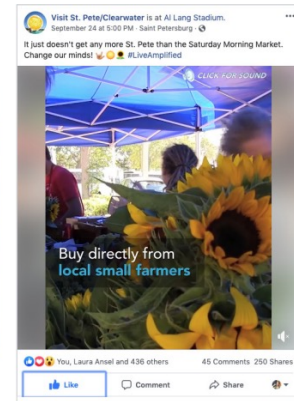
FEATURED LISTING
Drive conversions by promoting your listing to consumers in relevant categories and content.



FORMATTED BANNER AD
Formatted banner ad units are integrated into the content of the page to help drive high CTR.



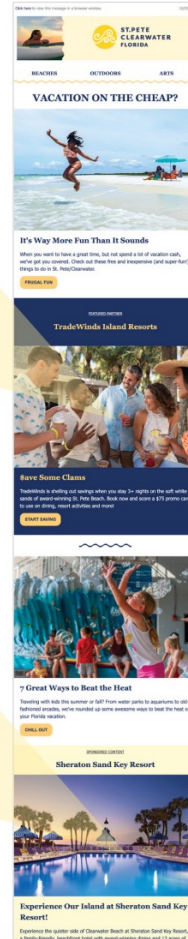
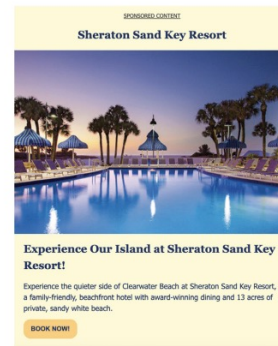
RELATED CONTENT AD
Formatted ad displayed within Related Content feature on page to entice visitors to learn more.



Ad Details

VSPC Email

- 3 Monthly Opportunities
 - Share of voice | Featured | Consumer
 - Distributed to audience of 200,000 subscribers (routinely curated)
 - Opportunities still available



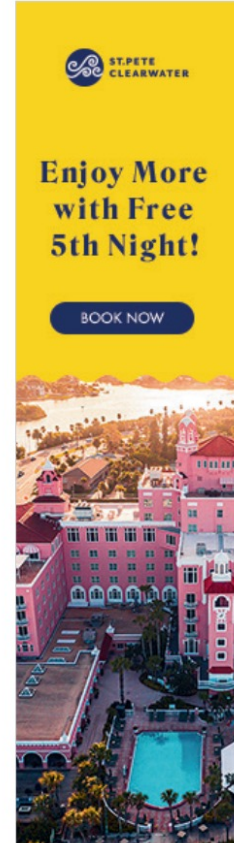
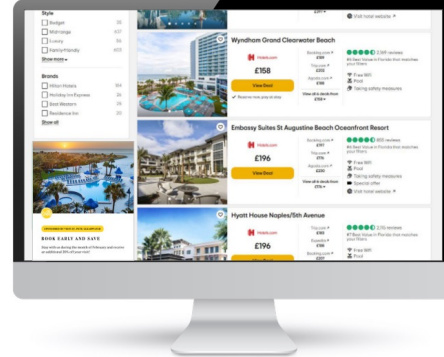
Display Ads

Expedia

- 6 spots available across 3 months. Estimated 166,667 impressions.
- Banner ad on Expedia's best performing slot for hotel results
- **Sold out** (w/o overflow)

TripAdvisor

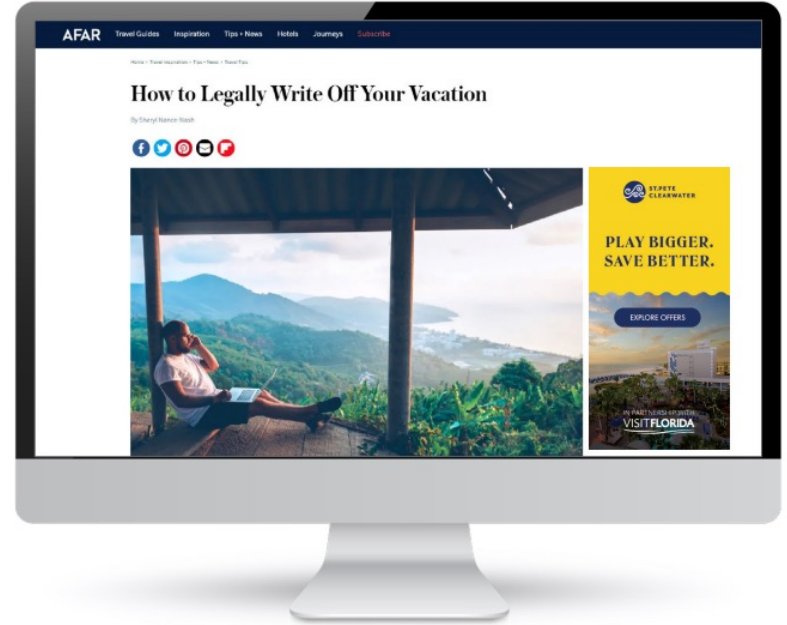
- 6 spots available across 3 months. Estimated 294,118 impressions.
- Native ad format
- 2 spots remain unsold



Display Ads

Visit Florida Programmatic

- 100% VSPC Match, 66% Visit Florida Match. 1.25 million impressions
- Banner display ads reaching travelers across the web, including retargeting VISIT FLORIDA's website visitors and lookalikes.
- Exclusive to month of June.
- **Sold out** (w/o overflow)



Meetings Dedicated Programs

Northstar

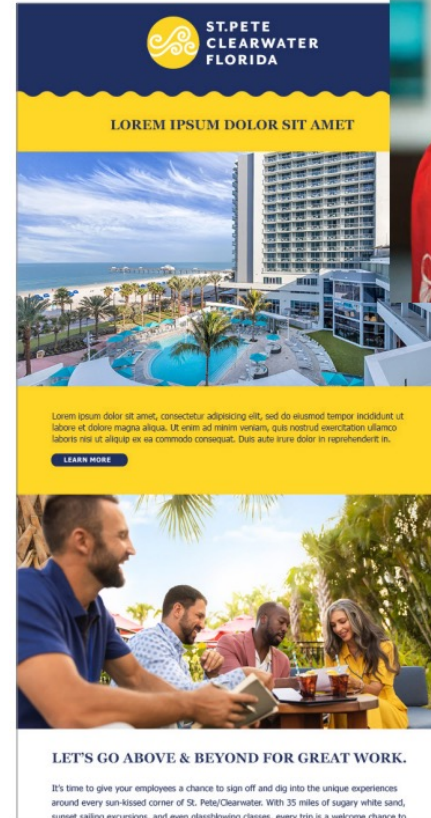
- 4 custom email opportunities: **Sold out**

Meetings Today

- 3 custom email opportunities: **Sold out**
- 4 full-page print ads available (2 remain)

FSAE

- 3 print, email and advertorial packages: **Sold out**



Visit Florida Vacation Guide

Print

- 6 partner opportunities
- **Sold out** (w/o overflow)
- 250,000 circulation



Make every day a beach day. In St. Pete/Clearwater, 35 miles of America's Best Beaches await. Kick back on sugary white sand before paddling the warm emerald waters, exploring breathtaking art museums, and savoring fresh Gulf-to-grill seafood. Let's shine—start your adventure at VisitStPeteClearwater.com.

 **ST.PETE CLEARWATER**

 <p>The Dun CeSar Use code LEGENDARY for 15% off and a \$50 resort credit. DunCeSar.com</p>	 <p>Yacht StarShip Sunset Dining Cruise with Free Bar at Sea! YachtStarShip.com</p>	 <p>Travel Resort Services, Inc. Offering Vacation Rentals on Tampa Bay Beaches for Over 20 Years. TRSIinc.com</p>
 <p>DoubleTree Beach Resort by Hilton Your view of paradise awaits at our award- winning beachfront resort! DoubleTreeBeachResort.com</p>	 <p>Shiraton Sand Key Resort Experience Our Island at Shiraton Sand Key Resort! Marriott.com/TPASI</p>	 <p>TradeWinds Island Resorts Discover more fun and more sun on the largest beachfront playground! JustLetGo.com</p>

 Scan to explore places to stay and things to do.

Thanks! Questions?

Remaining opportunities:

- VisitStPeteClearwater.com advertising
- VSPC Email Opportunities
- Will consult with team about remaining unsold ads

Upcoming opportunities:

- Visit St. Pete/Clearwater + Creative Pinellas Arts Co-op program.