



# PUBLIC RELATIONS UPDATE

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# RECENT MAJOR COVERAGE



# ITV – Jimmy’s Taste of Florida



British special “A Taste of Florida” filmed in destination in November for ITV, one of the top British TV networks and is very popular across the country.

The 5-part series recently aired in the UK on ITV twice in a week and is also available for UK citizens to watch anytime on ITVX (ITV’s streaming platform, which is free to watch).

They estimate this show reached between 7-9 million UK viewers.

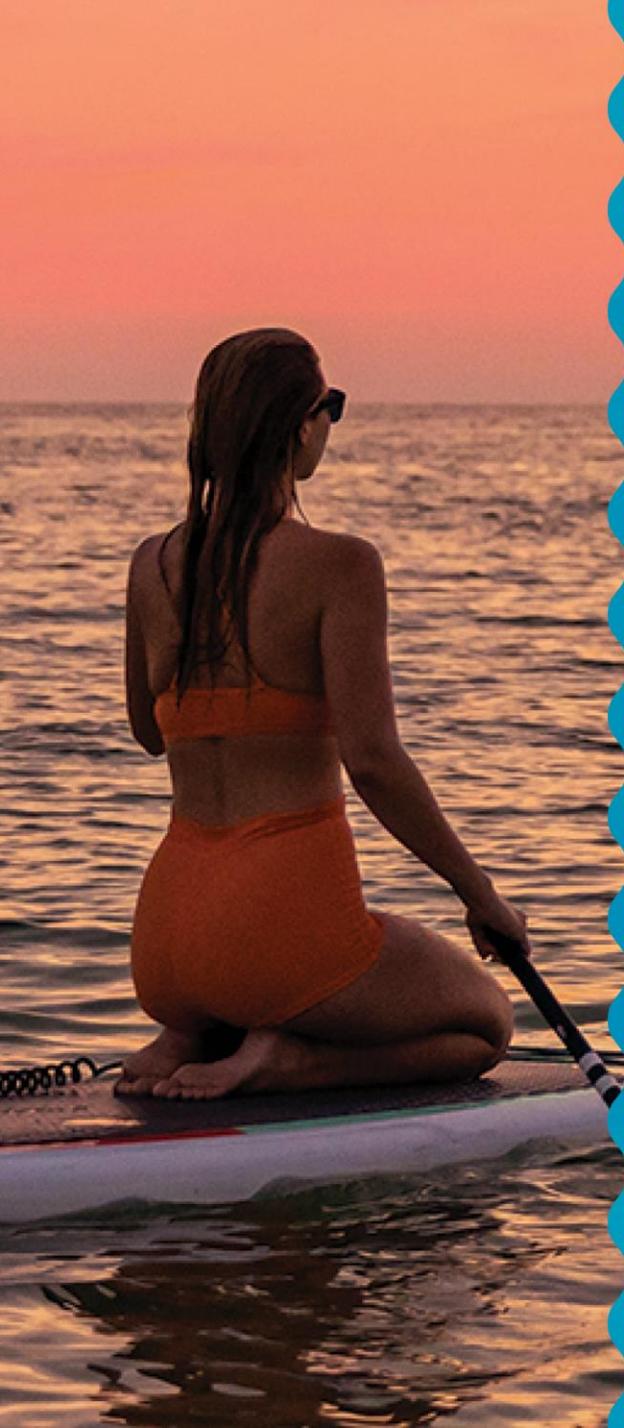


# Good Morning America

Thanks to aggressive pitching by our PR agency, St. Pete/Clearwater was featured in a segment titled "How to travel for Spring Break on a budget"

Presented the St. Pete/Clearwater destination as an affordable alternative in comparison to Miami.





ST.PETE  
CLEARWATER

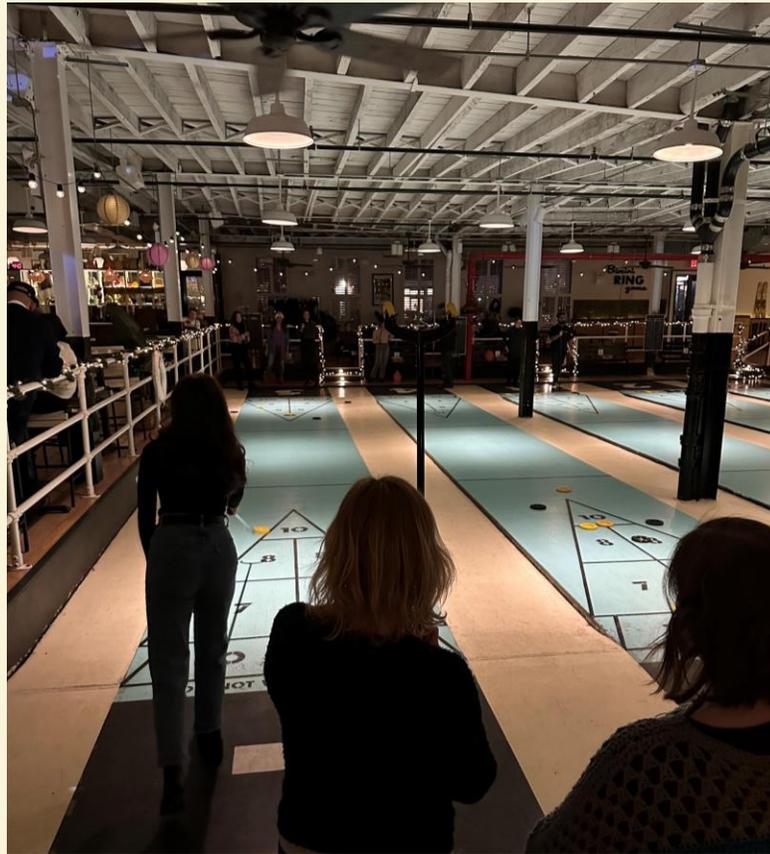
# MEDIA MISSIONS



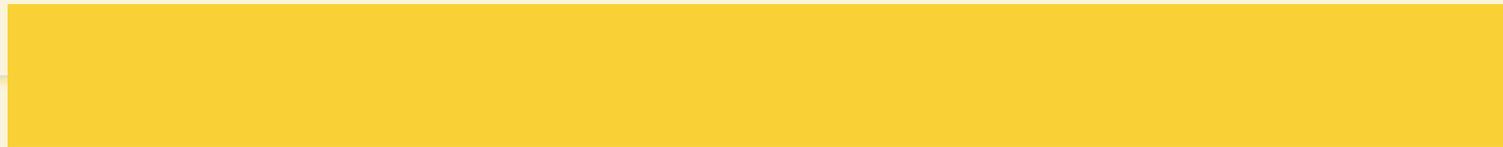
# International Media Marketplace



- TravMedia International Media Marketplace is a gathering of the top travel media.
- Attended two shows – one in New York City in January and one in London in February.
- Combined, met with more than 50 media members, discussing all the great attributes of our destination to gain future earned media coverage.
- IPW coming up in May, with focus on new Mexico City direct flight option.



# NYC Shuffleboard Event



# MEDIA VISITS



Have hosted or scheduled to host 28 journalists in 2024.

Hosted 37 journalists all of last year.

Currently in March, are hosting 3 Spring Training-focused trips with an emphasis on Canada (Blue Jays / Dunedin).

Upcoming media visits:

- Scottish Herald – Highland Games - April
- Gaydio (UK Radio partnership) - April
- Group Trip with UK and US media; nature focus - May





ST.PETE  
CLEARWATER

# LET'S SHINE!

