

# Rooster.

## Monthly Marketing Report

ST. PETE/CLEARWATER

February 2023

## Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call	Monthly call.
BH&P mailing house	Rooster continues to liaise with mailing house regarding current stock and shipment to Sweden for Swansons travel show.
Tour Operator database	Continue to record all Tour Operator activity including face to face meetings, calls and campaigns on SimpleView.
Marketing and PR planning document	Rooster continues to update and review the document to ensure all opportunities are explored, evaluated and actioned.
Swanson's USA Travel Show (March 2023)	Rooster confirmed position at event, with ongoing liaison with Anders.
Swanson's online agent training	Daisy led a training session with 8 attendees. Prior to the consumer event at their office next month. <i>"Thank you so much for the training today. You did a great job "</i>

## Account management, activity and planning.

Activity	Description
Meeting with Travel Weekly	Rooster met in person at The Ministry with Steve, Natalie & Clare to discuss VSPC & TW working together to promote VSPC group trade trip. TW to send Rooster proposal.
Attended TTG Visit Florida Fest online rehearsal	Daisy attended online tech training session with TTG.
New VSPC stock	Rooster paid for and order updated/new VSPC stock for our UK storage.
Norse Atlantic Airways	Rooster reached out to Norse Atlantic Airways regarding London to Orlando flight launch. An introduction call has been arranged for March.
Live Nation (Outdoor activation)	Rooster liaised with Live Nation to explore a summer activation with Camp Bestival.
US Airtours call	Rooster attended call with Mine & David regarding a joint campaign opportunity with Kissimmee. David meeting Jo from Kissimmee and will circle back with updated proposal.
Charitable Travel Call	Following Roses meeting at Florida Huddle, Rooster had a call with Melissa regarding joint campaign opportunities.
Visit Florida/ VA Tampa Route	Email correspondence on the extended Virgin Atlantic campaign that is being paid for by Visit Florida. All correspondence and plan has been forwarded.

## Consumer & Trade engagement opportunities.

Activity	Description
Icelolly Campaign/Visit Florida	<p>Rooster evaluated the Icelolly campaign which came about after meeting at WTM and recommended VSPC should proceed. The campaign will run from 1<sup>st</sup> March to 31<sup>st</sup> March 2023. We've opted for the \$10k gold package which includes:</p> <ul style="list-style-type: none"> <li>• Microsite: A full destination content page within the Florida content site.</li> <li>• Email insert banner: 2 x full send</li> <li>• Solus TSM email: 1 x full send to include deals</li> <li>• Social PPC: Facebook targeting campaign</li> <li>• App Push: Deal promoted to the full audience</li> <li>• Homepage takeover: x 3 days</li> <li>• Deals: Publishing team to source min 2 deals to drive bookings to destination</li> </ul> <p>This does not include the incremental coverage we'll benefit from with Visit Florida Payment to come out of Brand USA pot.</p> <p><i>Status: Have sent required assets to Icelolly. Approved visuals/landing page/creative. Ongoing correspondence with Brand USA &amp; Icelolly.</i></p>
Brand USA/Winter Campaign	<p>Campaign was recommended by Rooster as part of this years Brand USA marketing promotions. We feed in with recommendations to ensure that the executions and content are relevant to the UK market and will spark interest and bookings. Launching week of 16 January 2023 ends 31<sup>st</sup> March.</p> <p><i>Status: All assets have been received. Rooster will monitor the activity.</i></p>

Activity	Description
Thomas Cook/ WW	<p>The destination will be the solus holiday competition provider over a 6-month campaign in conjunction with WW (Weight Watches) and Thomas Cook. VSPC will provide the hotel, transfers, and a couple of attractions, Thomas Cook will cover the flights.</p> <p>The mechanics is a membership incentive, “invite a friend” scheme. The incentive will be for members to win a holiday for 2, the winner will be the member who has signed up the greatest number of friends. The campaign would run from mid-end of July, through to December, with a big comms pushes from WW throughout the period (every 2 months) as well as always on activity.</p> <p>Channels involved in each push include: CRM – 180,300 email opt-ed in members Organic social – 170K In-app push notifications &amp; tiles – all members have the app Workshops – including members that attend workshops</p> <p>At the end of the campaign a ‘special price holiday to St. Pete/Clearwater’ will be sent to all those that opt in to receive information from Thomas Cook.</p> <p><i>Status: Report attached</i></p>
Family Traveller	<p>We agreed a campaign to capitalise and grow the relationship with the readers of this targeted publication following summer 2021 activity and ahead of The Big Festival. The campaign =will include a Custom Native article (SEA optimised), 100,000 Digital Display Banners, dedicated email to 100,000 FT subscribers, 2 x FB posts. 2 x Instagram posts, DBL ad in Autumn Mag, 2 x features in Sunday editorial. Plus, a competition to Win a Big Festival ticket with database capture.</p> <p><i>Status: Have attached post-campaign wrap up report to email.</i></p>

## Consumer & Trade engagement opportunities.

Activity	Description
TTG/Visit Florida Fest	<p>VSPC will be taking part in this yearly training opportunity which will include:</p> <ul style="list-style-type: none"> <li>Opportunity to present in one of five masterclasses (and Q&amp;A's) at TTG Florida Fest</li> <li>Opportunity to deliver a dedicated training presentation to all agent guests at the agent training afternoon (10-15 mins)</li> <li>Dedicated partner zone to showcase your videos and up to 10 pieces of marketing collateral</li> <li>Partner bio, video and preferred URLs listed on the dedicated TTG Florida Fest event website</li> <li>All UK agent contact information captured, managed and shared with you post event for future marketing</li> <li>Inclusion within a multi-channel marketing campaign shared across all TTG digital, print and social advertising channels</li> <li>Masterclasses and training sessions will be hosted for 12 months (min) on the <a href="#">TTG VISIT FLORIDA Hub</a></li> </ul> <p><i>Status: Participation confirmed. New dates, 27 Feb-1 March. Ongoing communication with TTG and Visit Florida. Team watched Darryl's LGBTQ+ masterclass. Rooster team preparing for training session on 1 March.</i></p>
Ocean Holidays	<p>Rooster has secured a month campaign with Ocean (Florida) Holidays. Showcasing all that VSPC has to offer as well as promoting the ease of twining the destination. The campaign includes:</p> <ul style="list-style-type: none"> <li>Social Media – organic posts 1,000 reach (consumer)</li> <li>Ocean Florida website – offers/promotions 35,000 impressions (consumer)</li> <li>Solus e-newsletter – 200,000 reach (consumer) Blog – 5,000 reach (consumer)</li> <li>Social Media – Facebook 800 reach (Trade) and Email – Offer lead 600 reach (Trade)</li> </ul> <p><i>Status: Assets have been supplied and creative has been approved. Waiting for amended invoice and agent training dates.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Camp Bestival, Shropshire	<p>In August (18–21), Rooster will be participating in a consumer activation in the UK. We will host a Visit St. Pete/Clearwater activation stand to engage festival goers and spread the word of the destination.</p> <p>All information on festival has been sent to client. Rooster are in continuous communication with Live Nation.</p> <p><i>Status: Position in festival has been confirmed, awaiting final contract from Live Nation. Moving forward with all planning of event.</i></p>
Selling Travel (Trade event)	<p>Rooster has signed up to travel agent event in London (17<sup>th</sup> April) and Manchester (18<sup>th</sup> April). The event is for US destinations only and will consist of networking, agent speed training to ensure all participants are exposed to the VSPC and its offerings.</p> <p><i>Status: Participation confirmed</i></p>

Newsletters.

Activity	Description
Consumer database	'Thriving Arts Scene in St. Pete/Clearwater'. Shared with a database of 15,605 with an open rate of 30.2%. <i>One of the highest open rates we've had.</i> Forwarded tour op discount newsletter inclusion to British Airways Holidays.
Trade database	'Thriving Arts Scene in St. Pete/Clearwater'. Shared with a database of 369.



Rooster.

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Express & Star

## Travel Review: Leaving theme parks behind for fun at top Floridian beach

Entertainment | Published: Feb 14, 2023

The sun sets along the pier, dolphins frolic in the warm waters of the Gulf of Mexico and buskers fill the air with music on a white sand beach.

The location is great with a private beach, small warm pool and tasty grill restaurant.

Our room overlooks the famous sunsets on the Gulf of Mexico.

But it's soon time to go and find some dolphins and we head for the aquarium.

Winter sadly died in 2021 but you can see the current sea creatures being rehabilitated, do interactive games and a virtual reality trip underwater.

In fact the only way to get closer to the dolphins is to take a ride on the sea. And within minutes of our cruise leaving the harbour, we see a bottlenose leap out of the waves beside us.

However our children are soon distracted by the entertainment on board Captain Memo's Pirate Cruise – a two-hour trip with treasure hunts, water gun fights and games for the little ones, and free beer and wine for the adults.

## The Family Holiday Guide

### Clearwater hotel review: Winter the Dolphin's Beach Club in Florida, USA



COMMENTS

We visit the hotel named after film star Winter the dolphin and linked to the very aquarium which rescued her



# Coverage highlights.

[View the CoverageBook here.](#)



DUNEDIN is a little bit of Scotland that's full of Scottish charm and offers incredible beaches, family-owned eateries and breweries, as well as a close-knit community.

So when it comes to your next trip to the Sunshine State, make sure to pay the quaint Floridian destination a visit. It is unique in character and maintains strong links to Scotland.

Situated in the St Pete/Clearwater Florida's west coast, Dunedin is the lesser-known seaside city that travelers fall in love with.

A charming, relaxed waterfront home from home, where visitors can explore family-owned and operated restaurants and shops, local festivals — including their very own Highland Games — and the uninhabited islands that lie right on the doorstep including the underdeveloped 355-acre Honeymoon Island, offering hiking, bird watching, kayaking and swimming. See [visitstpeteclearwater.com](http://visitstpeteclearwater.com)



## Hand Luggage Only

HOME TRAVEL PHOTOGRAPHY DESTINATIONS FOOD HACKS VIDEOS ARCHIVES

CONTACT

TRAVEL, TRAVEL ADVICE

## 11 Very Best Beaches Near Orlando To Visit

© FEB 18, 2023

# Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
02.04.23	The Scottish Sun	154,000	Travel (Print)
02.10.23	Travel Bulletin	3,780	<a href="#">Visit St. Pete/Clearwater launches new brand campaign</a>
02.14.23	The Travel Daily	1,460	<a href="#">Do as the locals do in Dunedin, Florida</a>
02.14.23	Express & Star	6,770,000	<a href="#">Travel Review: Leaving theme parks behind for fun at top Floridian beach</a>
02.16.23	The Family Holiday Guide	12,500	<a href="#">The best things for families to do in Clearwater and St. Pete in Florida</a>
02.16.23	The Family Holiday Guide	12,500	<a href="#">RumFish Beach Resort on one of America's best beaches – St. Pete in Florida</a>

Date	Publication	Reach (MUU/circ)	Headline / link
02.16.23	The Family Holiday Guide	12,500	<a href="#">Clearwater hotel review: Winter the Dolphin's Beach Club in Florida, USA</a>
02.16.23	The Family Holiday Guide	12,500	<a href="#">Florida in 10 days - where to stay and what to do</a>
02.23.23	Bridnorth Journal	2,783	Leaving theme parks behind for fun at top Floridian beach (Print)
02.23.23	Market Drayton Advertiser	6,023	Leaving theme parks behind for fun at top Floridian beach (Print)
02.23.23	Newport Advertiser	2,310	Leaving theme parks behind for fun at top Floridian beach (Print)
02.28.23	Hand Luggage Only	1,100,000	<a href="#">11 Very Best Beaches Near Orlando to Visit</a>

## Media materials and liaison.

Activity	Description
Proactive pitching / media meetings	<p>Rooster pitched specific angles of the destination to various travel, trade and consumer media including, <b>Metro</b>, <b>The Express</b>, <b>The Mirror</b>, <b>Scottish Sun</b>, <b>The Daily Star</b>, <b>Red magazine</b>, <b>Woman's Weekly</b>, <b>OK magazine</b>, <b>Scotland on Sunday</b>, <b>Independent</b>, <b>The Sun</b>, <b>Irish Daily Star</b>, <b>My Weekly</b> and various freelancers.</p> <p>Rooster had one media meeting: Clare Vooght (<b>Travel Weekly</b>).</p> <p>Rooster liaised with various travel trade feature writers on current and upcoming features.</p> <p><i>Status: Ongoing.</i></p>
Press release: Let's Shine	<p>Rooster drafted and shared release on new 'Let's Shine' branding with key PR, Marketing and trade press in February.</p> <p><i>Status: Complete – coverage secured.</i></p>

Media materials and liaison.

Activity	Description
Press release: Accessibility in SPC	Rooster researched and proposed next release on accessibility in SPC.  <i>Status: On hold – awaiting further advancements in destination before we move forward.</i>
Press release: New hotel openings in SPC	Rooster researched and began drafting release on new hotel openings in SPC.  <i>Status: Ongoing – to be shared for approval in March ahead of media distribution.</i>

## Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continues press trip outreach and liaison, for both individual and group trips.</p> <p><i>Status: Ongoing.</i></p>
Group press trip: May 2023	<p>Rooster confirmed hotel partners (Wyndham Grand and The Don Cesar) and began inviting media. Rooster also reached out to Virgin Atlantic and British Airways regarding flight support.</p> <p><i>Status: Ongoing – awaiting feedback from journalists.</i></p>
Press trip: Metro & Irish Sunday Independent	<p>Rooster liaised with Edaein O’Connell from <b>Metro.co.uk</b> and <b>Irish Sunday Independent</b> following press trip in September.</p> <p><i>Status: Ongoing – Metro coverage secured, outstanding Irish Sunday Independent coverage due in March.</i></p>
Press trip: Pollitt Family	<p>Rooster liaised with Victoria Pollitt from <b>Family Holiday Guide</b> and <b>Express &amp; Star</b> following press trip in October.</p> <p><i>Status: Complete – all coverage secured.</i></p>

Media and influencer trips.

Activity	Description
Press trip: Boutique Adventurer	<p>Rooster liaised with Amanda O’Brien on trip in May around IPW (in collaboration with Visit Tampa Bay), secured flights and reached out to partner hotels.</p> <p><i>Status: Ongoing – dates confirmed, hotel to be booked and itinerary to be confirmed in March.</i></p>
Virgin Atlantic trip	<p>Rooster continued to liaise with attendees on any outstanding coverage.</p>



Please feel free to contact any member of the VSPC team should you have any queries or concerns regarding this report.

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