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Monthly Marketing Report

ST. PETE/CLEARWATER

July 2022

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call/ Meeting	No meeting in July.
BH&P mailing house	Rooster continues to liaise with mailing house regarding current stock. Updated key selling points document.
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.
Sales Mission	Rooster has started conversations with Tampa, Kissimmee and Central Florida for a Scotland/England roadshow of trainings and dinners in Spring 2023.
ITV (Major TV network)	Rooster initial discussions on VSPC being a holiday sponsor which would run over 4 prime time morning/lunchtime calls over a two-week period in 2023.

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic Holidays	<p>A virtual training session for 35 Virgin Atlantic Holidays agents. Informed agents of sales incentive – to win a place on a VSPC trade FAM trip this autumn. We sent each agent a Visit St. Pete/Clearwater goody bag.</p>
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 & 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: Assets and copy have been submitted campaign, live from 31 July</i></p>

Activity	Description
Charitable Travel	<p>Campaign agreed. Combined approach: website, magazine and social posts. Dedicated campaign landing page on Charitable Travel website. Priced itineraries so that the content is bookable.</p> <p>Charitable Travel Homepage Promotion. incl Video Homepage Placement Homepage Banner Placement (4 weeks duration within the campaign) Full Page Advert in Charitable Traveller Magazine 2 x Email Newsletter Inclusions</p> <p><i>Status: Assets and copy have been submitted campaign now live.</i></p>
BA/Visit Florida Partnership	<p>British Airways approached us to be part of a one-month campaign that will run in June and combines with their June sale. The campaign targeted the annual adventures and price conscious parents. The media partner was The Sun (Florida is a firm favourite amongst its readership). It reaches on average 2.3M price conscious parents every month (highest of any news brand) and circa 2.2M annual adventures. The campaign in print and digital featured a mixture of native articles, travel takeovers and high impact display.</p> <p><i>Status: Awaiting final report from BA.</i></p>
Brand USA / The Telegraph	<p>Rooster evaluated Brand USA/Telegraph campaign. We asked that there is a competition element in with data capture. The Telegraph have responded favorably and included value added elements. Rooster confirmed Thomas Cook as the tour operator partner who will sell the holiday at a net rate and pay for difference between World Traveler and World Traveler Plus seats for the prizewinners, along with transfers to and from the airport to the hotel. The Sandpearl have offered breakfast each day and a meal for 2 in one of their restaurants.</p> <p><i>Status: Competition element of the campaign is live main campaign to launch early July.</i></p>

Activity	Description
The Big Feastival	<p>In August, we 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. We're in regular communication with IMG. Rooster in process of arranging activation.</p> <p><i>Status: Position in Festival has been confirmed, moving forward with all planning of event.</i></p>
TTG/Visit Florida Fest	<p>VSPC will be taking part in this yearly training opportunity which will include: Opportunity to present in one of five masterclasses (and Q&A's) at TTG Florida Fest Opportunity to deliver a dedicated training presentation to all agent guests at the agent training afternoon (10-15 mins) Dedicated partner zone to showcase your videos and up to 10 pieces of marketing collateral Partner bio, video and preferred URLs listed on the dedicated TTG Florida Fest event website All UK agent contact information captured, managed and shared with you post event for future marketing Inclusion within a multi-channel marketing campaign shared across all TTG digital, print and social advertising channels Masterclasses and training sessions will be hosted for 12 months (min) on the TTG VISIT FLORIDA Hub</p> <p><i>Status: Participation confirmed, working on fulfillment.</i></p>
Family Traveller	<p>We have agreed a new campaign to capitalise and grow the relationship with the readers of this targeted publication following summer 2021 activity and ahead of The Big Feastival. 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 Feastival ticket with database capture.</p> <p><i>Status: Competition live, the rest of the campaign will run from September 2022.</i></p>

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Monthly activity.

Newsletters.

Activity	Description
Consumer database	Experience the 'Best Of' St. Pete/Clearwater, plus holiday offer through Virgin Atlantic Holidays. Shared with a database of 12,519 with an open rate of 22.5% (2,523 people).
Trade database	Experience the 'Best Of' St. Pete/Clearwater. Shared with a database of 215.

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Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
07.04.22	Metro	634,00	No Plastic Fantastic (PDF)
07.04.22	Metro Scotland	60,00	No Plastic Fantastic (PDF)
07.04.22	Metro.co.uk	35,900,000	How these holiday schemes are avoiding single-use plastics
07.04.22	MSN UK	212,000,000	How these holiday schemes are avoiding single-use plastics
07.04.22	Newsgroove	28,100	How these holiday schemes are avoiding single-use plastics
07.06.22	Travel Weekly	348,752	Virgin Atlantic continues US expansion with new Tampa service
07.08.22	Travel Mole	122,000	Blazing Trails in St. Pete/Clearwater
07.09.22	The Sun	34,500,000	Sun, sea, and sand makes Florida a clear winner
07.09.22	The Scottish Sun	6,120,000	Sun, sea, and sand makes Florida a clear winner

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Monthly coverage.
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Date	Publication	Reach (MUU/circ)	Headline / link
07.10.22	The Sun	1,210,000	Sun, Sea and Sand... Florida's the Clear winner (PDF)
07.10.22	The Scottish Sun	154,000	Sun, Sea and Sand... Florida's the Clear winner (PDF)
07.10.22	Brogan Abroad	103,000	8 Reasons To Combine Crystal River And St Pete On Your Next Florida Trip
07.13.22	Weather 2 Travel	236,000	Alternative Florida destinations: Beyond Miami & Orlando
07.24.22	The Scottish Sun	154,000	Travel News (PDF)
07.22.22	Family Traveller	110,000	Win family tickets to The Big Festival worth over £400
07.27.22	Nomadic Boys	250,000	Travel Guide to St. Pete, Florida
07.29.22	My London	10,900,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Kent Live	2,440,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route

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Date	Publication	Reach (MUU/circ)	Headline / link
07.29.22	Wales Online	7,100,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Somerset Live	1,660,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Gazette Live / Teeside Live	3,150,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Coventry Telegraph	2,960,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Hull Daily Mail	1,460,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Staffordshire Live	320,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Bedfordshire Live	58,100	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Derby Telegraph	3,790,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Gloucestershire Live	3,450,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route
07.29.22	Belfast Live	3,290,000	Virgin Atlantic announces stunning new Florida destinations to mark latest US route

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. Rooster had two media meetings: Richard Mellor (freelance) and Emily Williams (Kensington & Chelsea Review / Weddings & Honeymoons Magazine).</p> <p><i>Status: Ongoing.</i></p>
Reactive pitch: Virgin Atlantic Tampa flight news	<p>Rooster pitched comment from Steve Hayes to various travel trade media, including Travel Weekly, TTG, Business Traveller and Selling Travel.</p> <p><i>Status: Complete.</i></p>
Pitch: AC Hotel, Clearwater Beach	<p>Rooster pitched the news of the new AC Hotel, Clearwater Beach to Good Housekeeping, Scotland on Sunday, Evening Standard, Mail on Sunday, Food and Travel, TTG, Woman, Woman's Own, The Times, Metro, Hearst, Telegraph Online, City AM.</p> <p><i>Status: Complete.</i></p>
Press release: Best Trails in St. Pete/Clearwater	<p>Rooster pitched re-purposed trails newsletter content into a press release, and pitched to various travel, trade and consumer press.</p> <p><i>Status: Complete.</i></p>

Media materials and liaison.

Activity	Description
Pitch: Virgin Atlantic to launch flights to Tampa + destination offers	Rooster pitched the latest offer from Virgin to Metro, Daily Telegraph, Telegraph Online, iNews, Reach PLC (regional and national), Mail Online, Daily Mail, Express, The Sun, Woman, Women's Own, Woman's Weekly, Sunday Times, Take A Break, PA Media, Sunday Telegraph and Independent. <i>Status: Complete.</i>
Pitch: Don CeSar, historical hotel feature	Rooster pitch the Don CeSar to Country and Town House for feature on historical hotels around the world. <i>Status: Complete</i>

Media and influencer trips.

Activity	Description
Press trip target list	Rooster continues press trip outreach. <i>Status: Ongoing.</i>
Group influencer trip	Rooster tracked all social coverage, managed invoices and payment, and shared final follow-up report and coverage report. <i>Status: Complete.</i>
Press trip: The Sun	Rooster shared images, fact box information, and managed expenses following trip. <i>Status: Complete – coverage went live in July.</i>
Press trip: Metro & Irish Sunday Independent	Rooster continued liaison with freelancer Edaein O’Connell regarding press trip, shared all information with client for review and liaised with Aer Lingus regarding flights. <i>Status: Ongoing – flights to be booked, itinerary to be prepared.</i>

Media and influencer trips.

Activity	Description
Influencer trip: Brogan Abroad	Rooster tracked all social coverage, managed invoices and payment, and shared follow-up report. <i>Status: Complete.</i>
Influencer trip: Nomadic Boys for St. Pete Pride	Rooster tracked all social coverage and began preparing follow-up report. <i>Status: Ongoing – report to be shared in August.</i>
Press trip: Sussex Life	Rooster liaised with Karen Pasquali-Jones from Sussex Life regarding trip to St. Pete/Clearwater. Itinerary created, hotels booked and partner outreach complete, but unfortunately had to be cancelled due to journalist’s husband falling ill. <i>Status: Cancelled – Rooster to reach out to Karen and seek out other opportunities for coverage.</i>
Press trip: Pollitt Family	Rooster liaised with Victoria Pollitt from Family Holiday Guide and Express & Star re rescheduling press trip. <i>Status: Ongoing – details to be shared with client.</i>

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

Jayne Brooke, Sales & Marketing Director

Charlotte Wright, Senior Account Manager

Rosie Crass, Account Executive

Daisy Hutchinson, Marketing Executive

TeamVSPC@rooster.co.uk

+44 (0)20 3440 8930

www.rooster.co.uk

[@RoosterPR](https://www.instagram.com/RoosterPR)

The Ministry

79-81 Borough Road

London SE11DN

