

Rooster.

Monthly Marketing Report

ST. PETE/CLEARWATER

June 2023

Account management, activity and planning.

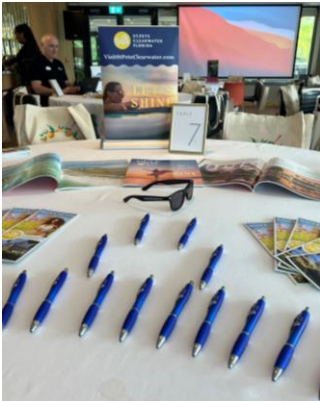
Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call	Monthly call.
BH&P mailing house	Rooster continues to liaise with mailing house.
Trade database	Continue to record all trade 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.
IPW	Attended the event and met with key buyers from our region. Campaigns for FY23/24 will be fed into the planner and sent for approval before activation. <i>Status: Ongoing, follow up in progress.</i>

Consumer & Trade engagement opportunities.

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 & 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: Complete; wrap-up report shared and itinerary confirmed for prize winner.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Visit Florida Sales Mission UK & Ireland (2-5 May)	<p>Rooster attended the Visit Florida Sales Mission for UK and Ireland (2-5 May). This involved a Rooster member travelling to Dublin, Cork, Edinburgh, and Preston (Gold Medal Office), the purpose to educate the travel trade why St.Pete/Clearwater is a must 'stay' holiday destination for their clients. Each event consisted of 'speed training', before partaking in an evening of networking.</p> <p>The trade contacts have been added to our database, and contacted with further key selling points, to continue to increase brand awareness of the destination.</p> <p>Status: Roadshow completed; follow-ups complete and contacts added into trade newsletter database. Further correspondence has been had with various tour operators/travel agents regarding further training sessions.</p>



Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic Florida Destination Day (16 th June)	<p>Rooster attended the Virgin Atlantic Florida Destination Day on 16th June. This involved a Rooster member travelling to Crawley, to complete a day of training with 50+ Virgin Atlantic travel agents.</p> <p>Each session was 30 minutes long, and allowed us to convey in detail, all of the top hotels and attractions within the St. Pete/Clearwater area.</p> <p>Our training sessions were received very well, with agents going on to contact the Rooster team with their feedback (see to the right).</p> <p>Status: Complete; awaiting travel agents details in order to add to our trade database and follow-up with key selling points.</p>



I have been passed over your email to give you a bit of positive feedback of one of your colleagues Peter.

I attended the Virgin Atlantic Holidays Florida destination day on Friday 16th June and I can honestly say out of all of the training events I have attended, Peter was an absolute shining diamond and a breath of fresh air.

The 30 minute slot he had to teach us about all things St Pete/Clearwater honestly felt like 5 as it was so informative.

He presented the main selling points of the destination in a really easy to memorise way, gave us a few fun facts (which I am a fan of throwing at a customer when doing a sale haha) and you could just tell he was so genuinely passionate and proud to be representing you guys.

My colleagues and I in the Manchester Arndale concession have always had a fondness particularly for St Pete Beach and honestly his presentation just made me all the more confident and excited to sell this to my customers.

I just wanted to shine some light on him as he is a true asset to your team.

Consumer & Trade engagement opportunities.

Activity	Description
Group Trade Fam (14-18 June 2023)	<p>To reward and recognise our closest trade partners who keep business driving to the destination, we are hosting a group trade FAM trip for June 2023. See invited attendees below:</p> <ul style="list-style-type: none"> • Thomas Cook (Emma Newman) • Trailfinders (Charlie Baxter) • Charitable Travel (Lizzi Trimble) • Virgin Holidays (Diane McPherson) • Swanson's Travel (Johanna Eliasson) • Rooster lead (Ben Williams) <p>2 nights will be spent in St. Pete at the Postcard Inn (confirmed), and 2 nights spent in Clearwater (Clearwater Marriott Suites on Sand Key – payment to be taken).</p> <p>Status: Complete; Rooster to share feedback from trip with Rose and the VSPC team and follow-up with FAM trip attendees with further key selling points.</p>
Discover America Sweden Roadshow (25-28 September)	<p>Rooster has confirmed attendance for the Discover America Sweden Roadshow partaking in Stockholm, Gothenburg and Malmo, where a Rooster member will attend and train/educate key members of the trade who sell St. Pete/Clearwater to the Scandinavian market.</p> <p>Status: Attendance confirmed – flights and hotel booked. Itinerary to follow.</p>

Consumer & Trade engagement opportunities.

Activity	Description
Camp Bestival, Shropshire (17th-20st August)	<p>In August (17-20), 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, contract from Live Nation signed. Staff accommodation has been confirmed. Moving forward with all planning of event with a marquee vendor, and giveaway items secured. Rooster to order branded t-shirts and sunglasses from SimpleView.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic Holidays 'Sky High' event (20 th September)	<p>Virgin Atlantic Holidays will be hosting over 200 of their agents at the Leadenhall Building on 20th September. St. Pete/Clearwater will have its own stand amongst 11 other vendors, who will have direct access to all agents in attendance.</p> <p>The evening will consist of a networking directly with agents, inviting them to the St. Pete/Clearwater stand to learn more about the destination, and attendance to all presentations delivered in the evening, to educate ourselves on Virgin Atlantic Holidays activity.</p> <p>Status: Attendance confirmed</p>
Travel Counsellor's USA Takeover Day (14 th September)	<p>To continue to educate UK-based travel agents and the travel trade on St. Pete/Clearwater, we are attending the USA Takeover Day, hosted by Travel Counsellors in Manchester. This will consist of 'speed training' sessions with their agents, taking place at a St. Pete/Clearwater decorated stand.</p> <p>There is expected to be over 40 of Travel Counsellor's agents in attendance.</p> <p>Status: Attendance confirmed, itinerary to be shared shortly.</p>

Newsletters.

Activity	Description
Consumer database	'Inclusivity and Acceptance: Pride Month in St. Pete/Clearwater' Shared with a database of 14,834 with an open rate of 19.20%
Trade database	'Inclusivity and Acceptance: Pride Month in St. Pete/Clearwater'. Shared with a database of 554.

Rooster.

We are **pr.**



INDEPENDENT

Best beaches in Florida, from pure white dunes and turquoise waters to iconic stretches of sand

the
boutique adventurer



13 Beautiful Beaches in St. Petersburg, Florida You'll Love


Coverage highlights.

[View the CoverageBook here.](#)



St Pete/Clearwater is a real hidden gem in the Sunshine State



 The Don Cesar hotel in St Petersburg, Florida.

Renowned as the 'Sunshine State', Florida's tourism future is looking bright with the areas of St Petersburg and Clearwater offering something for everyone on their travels.

Even a short time along the western coast of the US state with Visit St Pete/Clearwater was enough

Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
06.06.23	The Independent	46,000,000	Best beaches in Florida, from pure white dunes and turquoise waters to iconic stretches of sand
06.06.23	Yahoo UK & Ireland	2,700,000	Best beaches in Florida, from pure white dunes and turquoise waters to iconic stretches of sand
06.10.22	The Boutique Adventurer	527,000	29 White Sand Beaches in the United States You'll Love
06.17.23	The Boutique Adventurer	527,000	13 Beautiful Beaches in St. Petersburg, Florida You'll Love
06.20.23	H&N Magazine	48,300	STUNNING DESTINATIONS ON THE GULF OF MEXICO, FLORIDA
06.22.23	Irish Daily Star	45,500	THE COAST IS CLEAR' St Pete/Clearwater is a real hidden gem in Sunshine State (Print)
06.22.23	Irish Mirror	5,340,000	THE COAST IS CLEAR' St Pete/Clearwater is a real hidden gem in Sunshine State
06.22.23	Buzz Ireland	757,000	THE COAST IS CLEAR' St Pete/Clearwater is a real hidden gem in Sunshine State

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, The Telegraph, Prima, The Mirror and various freelancers.</p> <p>Rooster had two media meeting: Pheobe Smith (Freelance Travel Writer) and Kerstin Rogers (Freelance Travel Writer).</p> <p><i>Status: Ongoing.</i></p>
Media Leeds Getaway	<p>Rooster attended Media Leeds Getaway, pitching the destination to various regional and national UK media.</p> <p><i>Status: Ongoing – follow-ups continue.</i></p>
Pitch: Late Deals	<p>Rooster drafted late deals pitch with offers from Ocean Florida and shared with relevant travel editors and journalists.</p> <p><i>Status: Ongoing – sharing strongest offers with media on a regular basis.</i></p>

Media materials and liaison.

Activity	Description
Press release: Festivals in SPC	Rooster shared Festivals in SPC release with various consumer and travel media. <i>Status: Pitching ongoing.</i>
Pitch: Barbiecore	Rooster pitched St. Pete/Clearwater hotels for Barbiecore hotel/travel round-ups in UK media. <i>Status: Pitching ongoing.</i>
Pitch: New JW Marriott Clearwater Beach	Rooster pitched new opening to top luxury hotel / travel media including: Delilah Khomo – Tatler, Roshina Jowaheer – Redn and Good Housekeeping, Harriet Charnock Bates – HELLO!, Katie Gatens – Sunday Times, Anya Meyerowitz – Conde Nast group, Lauren Ho – freelance luxury travel, Heather Steele – SheerLuxe, Sarah Karmali – Harper’s Bazaar, Laurie Davidson – Freelance. <i>Status: Follow ups completed.</i>
Press release: Twin Centre Holidays	Rooster drafting release on twin centre holidays with SPC. To be shared with various travel media in July. <i>Status: Ongoing – release to be shared for approval in July.</i>

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continues press trip outreach and liaison, focusing on individual trips.</p> <p><i>Status: Ongoing.</i></p>
Group press trip: May 2023	<p>Rooster hosted journalists from Bella Magazine, Reach PLC (national & regional), The Scottish Sun, and Irish Mirror/Daily Star.</p> <p>Rooster reached out to partners to confirm full five-day press trip itinerary.</p> <p>Rooster hosted press trip, followed up with partners, and managed post-trip follow ups with journalists. Press trip feedback has been shared.</p> <p><i>Status: Trip complete – two pieces of coverage secured, remaining coverage pending.</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). Rooster finalised itinerary and Amanda’s trip took place in May. Coverage and social posts have been shared with client.</p> <p><i>Status: Trip complete – coverage secured.</i></p>
Blogger trip: Money Mum	<p>Rooster shared final report with client and conducted partner sharing of the results from the blogger trip.</p> <p><i>Status: Trip complete – coverage secured.</i></p>
Blogger trip: Wanders Miles	<p>Rooster liaised with Vanessa Ball from Wanders Miles on possible press trip in July.</p> <p><i>Status: Complete – opp declined.</i></p>
Influencer trip: Reena Simon	<p>Rooster liaising with influencer Reena Simon on possible visit in October 2023. Conversations ongoing with Visit Florida team.</p> <p><i>Status: Ongoing – awaiting next steps from Visit Florida team.</i></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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