

Rooster.

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Monthly Marketing Report

ST. PETE/CLEARWATER

March 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.
Visit USA Members meeting	Rooster attended, we were introduced to the board, reminded to keep our members profile updated. Discussion about IPW and how the sign up from the UK market has been positive.
Brand USA call	Rooster took part in monthly calls to talk through new and current opportunities.
Visit to BH&P mailing house	Rooster visited the mailing house to evaluate all the stock. We are currently looking at options to move/dispose out of date materials. Report to be sent with recommendations.
Meeting with Crystal River / Bradenton UK PR representation	Rooster met with Crystal River and Branderton UK PR rep to look into possible joint press trip opportunities.
Marketing and PR planning document	Rooster continues to update and review the document to ensure all opportunities are explored, evaluated and actioned. Rooster submitted the proposed 2022/23 plan.
Tour Operator database	Continue to record all Tour Operator activity including face to face meetings, calls and campaigns on SimpleView.
IPW	Rooster provided a 'hit' list of Tour Operators and Journalists for appointment requests

Trade campaigns and shows.

Activity	Description
BA/Visit Florida	<i>Status: Campaign ended. Final report sent separately. Invoice with Brand USA</i>
Bookabed Ireland	<p>Three-way B2B marketing campaign. 2 newsletters promoting 3 Florida destinations (Kissimmee/Tampa/VSPC) with a package price ran throughout the months of December and January, along with a banner rotating on the websites.</p> <p>Provided copy and images, proofed and signed off campaign.</p> <p><i>Status: Campaign completed. Final report sent separately.</i></p>
Gold Medal Travel	<p>This campaign will inform and educate the agents on the west coast areas of Florida and provide them with the tools to confidently sell this to their customers. Activity includes a printed guide plus online, social and E-shot presence across the month of March.</p> <p>In May, the activity will be supplemented by a Florida FAM trip where 8 agents, a Trade Partnership Manager and Virgin Host will explore the area, providing extensive social media coverage during the trip.</p> <p>Provided copy and images, proofed and signed off campaign.</p> <p><i>Status: Live in February/March.</i></p>

Trade campaigns and shows.

Activity	Description
Scandinavian USA Trade Show	<p>B2B event in Copenhagen attracting the whole of Scandinavia travel trade, took place on 7 March. 200 + trade attendees, including media. Rooster meet with Key Scandinavian Tour Operators along, details have been entered in SimpleView.</p> <p><i>Status: Attended.</i></p>
Thomas Cook/Florida Campaign	<p>Andrew Pickering, Head of Partnerships, who was on the Pre-Huddle fam, invited six Florida DMO's to be part of their Florida Campaign in partnership with Visit Florida. The campaign aimed at both couples and families showcasing cuisine, entertainment and beaches, nature and wildlife, and accessibility. The campaign will run for 3 months with VSPC having exposure throughout as well as a dedicated 4 week run. The campaign will run across social, Thomas Cook's booking platform and email engagement.</p> <p><i>Status: Confirmed participation starting in April.</i></p>
Charitable Travel	<p>Melissa Tilling – CEO, has sent through a proposal following our meeting at Florida Huddle. A follow up meeting took place during Unite USA in March . Rooster working on the proposal.</p> <p><i>Status: Preparing the proposal.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description												
<p>Visit Florida / Summer Appreciation Event & Media Mission</p>	<p>Thursday 12 May. Sailing event for UK Tour Operators as a thank you for the year. Event details & Inclusions of budget \$2600. Networking opportunities with Product/decision-makers that aren't assigned to your boat at the dinner the night before and during the lunch the next day. Rooster reviewed Mackenzie's media mission pitch document.</p> <p><i>Status: Confirmed attendance at both media mission and trade event.</i></p>												
<p>Unite Visit USA London</p>	<p>One day B2B show on 15 March, with key UK buyers. Rooster had meetings with:</p> <table border="0" data-bbox="777 742 2127 999"> <tr> <td data-bbox="777 742 1396 778">Kara Widdows – British Airways Holidays</td> <td data-bbox="1605 742 2051 778">Marc James – British Airways</td> </tr> <tr> <td data-bbox="777 785 1248 821">Gregory Jama – Travel Junction</td> <td data-bbox="1605 785 2076 821">Jane Manzoni – Oliver's Travels</td> </tr> <tr> <td data-bbox="777 828 1268 863">Scott Humble – LastMinute.com</td> <td data-bbox="1605 828 2025 863">Gary McIntyre – TripAbroad</td> </tr> <tr> <td data-bbox="777 871 1184 906">Sally Parker – Selling Travel</td> <td data-bbox="1605 871 2114 906">Melissa Tilling – Charitable Travel</td> </tr> <tr> <td data-bbox="777 913 1197 949">Emma Lenanton – VeryChic</td> <td data-bbox="1605 913 2025 949">Stam Tzafos – THG Holidays</td> </tr> <tr> <td data-bbox="777 956 1312 992">Carla McLellan – Travel Counsellors</td> <td data-bbox="1605 956 2127 992">Louise Lupton – Saville Row Travel</td> </tr> </table> <p><i>Status: Follow up completed, evaluating proposals.</i></p>	Kara Widdows – British Airways Holidays	Marc James – British Airways	Gregory Jama – Travel Junction	Jane Manzoni – Oliver's Travels	Scott Humble – LastMinute.com	Gary McIntyre – TripAbroad	Sally Parker – Selling Travel	Melissa Tilling – Charitable Travel	Emma Lenanton – VeryChic	Stam Tzafos – THG Holidays	Carla McLellan – Travel Counsellors	Louise Lupton – Saville Row Travel
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<p>Brand USA / The Telegraph</p>	<p>Rooster continued to evaluate The 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 seeking a Tour Operator party, has approached British Airways Holiday and Thomas Cook.</p> <p><i>Status: Waiting to hear back from BAH and Thomas Cook.</i></p>												

Brand partnerships and events.

Activity	Description
<p>Headmasters 55 Hair Salons based in London and Southeast UK</p>	<p>Aim:</p> <ul style="list-style-type: none"> • Raise awareness of VSPC to this target audience through social, instore and passing footfall in front of their prime positioned shop fronts. Generate awareness of VSPC as a must visit holiday destination, resulting in more enquires and bookings both direct and through our trade partners. Grow VSPC'S UK consumer database. <p>Mechanics:</p> <ul style="list-style-type: none"> • Email to Headmasters' database of 140,000 promoting the holiday comp. • Promotion through Headmasters' social channels – Facebook, Instagram and Twitter. • Media screens in the shop fronts of most of the stores with the opportunity of a VT playing promoting VSPC and the competition. • Enter competition to win a 7-night stay, encourage opt-in to VSPC's UK consumer database. Those that opted to receive the newsletter will receive a special offer from a tour operator partner to encourage bookings. <p><i>Status: Ongoing correspondence preparing for 1 May launch. BAH has confirmed that they will sell the cost of the holiday at a net rate also looking at value added options.</i></p>

Newsletters.

Activity	Description
Consumer database	Florida's best sporting events of 2022, plus holiday offer through British Airways Holidays. Shared with a database of 8,553 with an open rate of 13.6% (1,161 people).
Trade database	Florida's best sporting events of 2022, shared with a database of 262.

Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
02.08.22	The Travel Daily	1,570	Five reasons to add St. Pete/Clearwater to your US travel plans in 2022
02.08.22	Travelbiz Ireland	6,000	Travelbiz USA Trade Partner Profile
03.07.22	TTG	17,000	Five Florida Updates
03.24.22	Bristol Living	21,000	A Sunshine State of Mind
03.24.22	Mendip Living	21,000	A Sunshine State of Mind
03.24.22	South Hams Lifestyle	21,000	A Sunshine State of Mind
03.24.22	Taunton & South Somerset Living	21,000	A Sunshine State of Mind
03.24.22	Wokingham & Bracknell Lifestyle	21,000	A Sunshine State of Mind



Five reasons to add St. Pete/Clearwater to your US travel plans in 2022

From award-winning beaches, to the biggest pride celebration in Florida, to the incredible arts and culture scene, here's why you should travel to the Gulf Coast's most diverse destination this year...

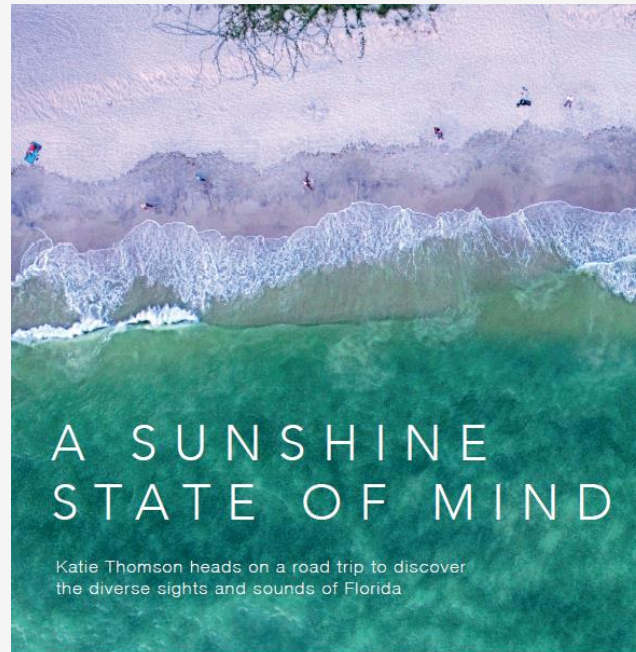
Whether it's a bustling arts and culture scene, a larger-than-life party or simply a relaxing week in the sun you're after, [St. Pete/Clearwater](#), on Florida's west coast is the perfect spot for your 2022 travels. Not only home to breath-taking beaches that have been voted some of the very best across the whole of America, St. Pete/Clearwater offers a plethora of vibrant attractions that can be enjoyed by friends, families and couples alike.

To make your holiday planning a little bit easier, we've rounded up the top events and attractions in the destination for the forthcoming year...

Top 5 must see events and attractions 2022 in holiday destination St Pete/Clearwater

1. The new St. Pete Pier – a waterfront playground for all ages

New to Brits after opening in 2020, the new \$92m [St. Pete Pier](#) offers the Southeast's largest waterfront attraction, with over 26 acres of activated space.



A SUNSHINE STATE OF MIND

Katie Thomson heads on a road trip to discover the diverse sights and sounds of Florida



Tampa Bay Riverwalk

Columbia restaurant is a local institution - this historic restaurant resides over a whole block and is the oldest in the state. It is run by the fifth-generation owners and is the kind of place you wish you had in your own hometown. The food is amazing, the atmosphere unlike anything you'll experience in the UK - if you like to eat where the locals eat, this is the place. You must try the Cuban sandwich and the iconic 1906 salad - and don't forget to leave room for the white chocolate bread pudding.

Home for the night was only a few streets away, in Water Street. This newly-built area was conceived to change the quality of city living - being purpose-built with aspirational lifestyle in mind. Think lots of outdoor areas, a buzzing restaurant and night-life scene and wide, expansive spaces. We were staying in the newly-built JW Marriott Tampa Water Street - it has everything you'd expect from a 5 star city hotel, but with some amazing resort amenities too - like the resort-style sixth-floor rooftop pool, it's the perfect base to explore the rest of this vibrant city from.

ST PETERSBURG

Just a hop over a bridge from buzzing Tampa is a special city with a peninsula, St Petersburg. Known to locals as St Pete, this beautiful area is warm weather and for noosing the site of most consecutive days with sunshine* at 768 days and thus the other name - sunshine city. It makes it an absolute paradise for beach-goers,

We always love to try and eat in places the locals enjoy, and Frenchy's Rockaway Grill is no exception. Open-air dining on the Gulf of Mexico, this is a fun and vibrant place to enjoy a long lunch, before a stroll along Clearwater beach. Both St Pete and Clearwater have been winners of America's best beach for a number of years - and with powdery white sand, clear waters and amazing amenities, it's easy to see why they are enduringly popular.

A must visit whilst in the area is Clearwater Marine Aquarium - primarily a marine hospital, the centre aims to educate, kids might recognise the Dolphin named Winter from the film Dolphin's Tale - the centre were responsible for fitting Winter with her prosthetic tail fin, after she lost it as a baby. The Aquarium cares for sick sea-life, and houses those that are not suitable for re-release, like its resident dolphins and soon-to-open manatee section.



St Pete Pier

ST PETE MUST VISIT:

- Head to downtown St Pete's for amazing cafes, craft breweries and art.
- If you like learning about marine life, book a behind the scenes tour of Clearwater Marine Aquarium and learn about the important conservation work they undertake. [clearwaterum.org](#)
- Grab an iconic boujee sandwich at Frenchy's, washed down with margaritas. [frenchysonline.com](#)
- If you'd like some fine dining during your visit, there are two musts on the list. Within The Saint Hotel, 52 Degrees is the perfect spot for coastal fine, craft cocktails and breathtaking views. The Key Lime pie was the best we tasted during our trip. [thesainthotel.com](#)
- Then, for a truly unique experience, head to Spinners Rooftop Grill - as the name suggests, the restaurant floor rotates to reveal a stunning 360° view of the area. Make sure to have the catch of the day whilst you soak in miles of pristine views in every direction. [spinnersrooftopgrill.com](#)
- Stay: Hilton Garden Inn St. Pete Beach [hilton.com/en/hotels](#)

the sunset with your own sundowner.

It might surprise you to find out that St Pete is also home to the largest collection of Dal art outside of Spain. The Dal Museum houses a vast permanent collection within a mind-bending architectural gem - it's well worth a visit. If that gets your culture juices flowing, make time to see other local galleries: the James Museum of Western and Wildlife Art and the Museum of Fine Arts. These at neighbour the spectacular St Pete's Pier - this vast 26 acre site connects the

Media materials and liaison.

Activity	Description
<p>Press release: Maximizing your time in St. Pete/Clearwater</p>	<p>Rooster drafted release for approval, to be distributed to lifestyle, and trade media (300+ contacts).</p> <p><i>Status: Distributed to media, outreach continues to key contacts who have visited SPC over the years.</i></p>
<p>Proactive pitching / media meetings</p>	<p>Rooster pitched specific angles of the destination to The Sun, The Telegraph, Cruise International, Eat Cook Explore, About Time, Mail on Sunday, and several travel freelancers.</p> <p><i>Status: Ongoing.</i></p>
<p>Forward feature pitching</p>	<p>Rooster pitched the destination for travel trade forward feature opportunities.</p>
<p>National Geographic Magazine advertorial & editorial</p>	<p>Analysed ROI and feedback on opportunity that had been presented.</p> <p><i>Status: Ongoing.</i></p>

Media and influencer trips.

Activity	Description
Press trip target list	<p>Rooster continues press trip outreach.</p> <p><i>Status: Ongoing.</i></p>
Group influencer trip	<p>Rooster finalised trip dates and liaised with influencers regarding trip. Hotels have been booked.</p> <p><i>Status: Ongoing – Rooster to confirm attendees and flights to be booked in April.</i></p>
Press trip: The Sun	<p>Senior Travel Journalist from The Sun, Sophie Swietochowski will be travelling to St. Pete/Clearwater in May (12-16). Flights, car hire and hotels have been booked.</p> <p>Rooster began partner outreach and development of itinerary.</p> <p><i>Status: Ongoing – itinerary to be finalised and shared.</i></p>
Press trip: Brogan Abroad	<p>Rooster liaised with Crystal River representation to secure joint trip to both destinations for travel blogger Brogan Abroad ahead of IPW.</p> <p><i>Status: Ongoing – to be shared with client for review.</i></p>

Media and influencer trips.

Activity	Description
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>
Press trip: St. Pete Pride	Rooster liaised with client on possible media and bloggers to cover St. Pete Pride 20 th Anniversary celebrations. <i>Status: Ongoing – negotiations with Nomadic Boys continuing.</i>
Manchester Pride winner	Rooster liaised with winner and Virgin Atlantic to arrange stay, sent hotel voucher to winner to address in Norfolk. <i>Status: Complete.</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.

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