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Monthly Marketing Report

ST. PETE/CLEARWATER

May 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	Rooster participated in monthly planning call.
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.
Call with Tour America Ireland	Introductory call with Veronica from Tour America Ireland. Discussed future online training sessions and marketing opportunities for later this year.
Trade memberships	Renewed membership of Discover America Sweden and Denmark 2022

Consumer & Trade engagement opportunities.

Activity	Description
Ocean Holidays Trainings	2 virtual training sessions for 21 Ocean Holiday 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.
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. <i>Rooster provided copy and assets.</i></p> <p><i>Status: Awaiting full report</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 . Proposal has been submitted to Rose and agreed to move forward</p> <p><i>Status: Meeting scheduled at IPW to talk through positioning, timings and assets required.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
<p>Visit Florida / Summer Appreciation Event & Media Mission</p>	<p>Sailing event for UK Tour Operators on Thursday 12 May as a thank you for the year. Event details & inclusions of budget \$2,600. 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: Attended the trade event over the two days. Excellent networking event with key supplies both established and new.</i></p>
<p>BA/Visit Florida Partnership</p>	<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 will target the annual adventures and price conscious parents. The media partner we have recommended that VSPC is part of is 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 will feature a mixture of native articles, travel takeovers and high impact display.</p> <p><i>Status: Confirmed, Rooster have submitted copy and assets.</i></p>
<p>Brand USA / The Telegraph</p>	<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: Confirmed, Rooster have submitted copy and assets to the Telegraph in Brand USA</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
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: Report has been received, Rooster evaluating before sending it through.</i></p>
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.</p> <p>We are currently in communication with James Goode from IMG confirming our place at the festival. We are also communicating with Family Traveller who will be joining us for this opportunity. We're keen to have a joint activation with another tour operator - Virgin Holidays declined offer, have contacted Visit Tampa Bay and BAH.</p> <p><i>Status: Position in Festival has been confirmed, moving forward with all planning of event. Awaiting to hear back from Visit Tampa Bay and BAH.</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: Campaign ran for the whole month of May, full report to be sent in June.</i></p>

Newsletters.

Activity	Description
Consumer database	Top Family Attractions in St. Pete/Clearwater, Headmasters competition reminder, plus holiday offer through Ocean Holiday. Shared with a database of 8,462 with an open rate of 14.3% (1,207 people).
Consumer database	Headmasters competition email. Shared with a database of 8,449 with an open rate of 20.8% (1,755 people) – the best open rate we’ve had in 2022.
Trade database	Top Family Attractions in St. Pete/Clearwater and Headmasters competition reminder. Shared with a database of 200.
Trade database	Headmasters Competition email. Shared with a database of 206.

Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
04.10.22	Telegraph (Online)*	47,200,000	10 reasons why Florida is Britain's favourite US state
04.10.22	Sunday Telegraph (Print)*	248,288	Discover your own Sunshine State (PDF)
05.19.22	Travel Mole	122,000	Summertime in St. Pete/Clearwater
05.20.22	Travel Mole	122,000	St. Pete/Clearwater for active families
05.31.22	Guildford Living	21,000	A Sunshine State of Mind (PDF)
05.31.22	Newmarket and Ely Living	21,000	A Sunshine State of Mind (PDF)

*Telegraph coverage was missed on April's report so has been added here.

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Telegraph

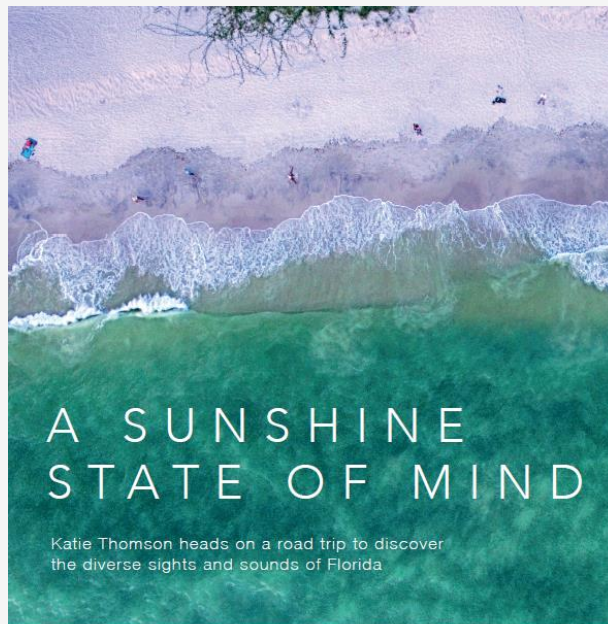
Coverage highlights.

MINERVA
living & lifestyle magazines



10 reasons why Florida is Britain's favourite US state

Beaches, nightlife, culture, wildlife... the Sunshine State remains our number one choice in America



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



Tampa Bay Riverside



St Pete Pier

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 1905 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.

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; most 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 release, like its resident dolphins and soon-to-open manatee section.

It's important to get out on the beach during your stay here and our hotel offered that opportunity steps from the door. The Hilton Garden Inn St. Pete Beach is newly refurbished, with a laid-back beach style. It has its own beach-front bar, Coconut Charlie, which is the ideal place to watch the sunset with your own sundowner.

ST PETERSBURG

Just a hop over a bridge from buzzing Tampa is a special city within a peninsula, St Petersburg. Known to locals as St Pete, this beautiful area is warm weather and for noising the title of 'most consecutive days with sunshine' at 789 days and thus the other name - sunshine city. It makes it an absolute paradise for beach-goers.

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. omeaquarium.org
- Grab an iconic (group) sandwich at Frenchy's. frenchysonline.com
- If you'd like some fine dining during your visit, there are two musts on the list. Within The Saint Hotel, St Pete is the perfect spot for coastal fare, craft cocktails and breathtaking views. The Key Lime pie was the best we tasted during our trip. theaanhotel.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

It might surprise you to find out that St Pete is also home to the largest collection of Dali art outside of Spain. The Dali 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 like the James Museum of Western and Wildlife Art and the Museum of Fine Arts. These all neighbour the spectacular St Pete's Pier - this vast 28 acre site connects the

Media materials and liaison.

Activity	Description
<p>Press release: Headmasters partnership</p>	<p>Rooster drafted and shared Headmasters partnership release with London news editors, travel editors, travel trade, and marketing trade.</p> <p><i>Status: Complete.</i></p>
<p>Proactive pitching / media meetings</p>	<p>Rooster pitched specific angles of the destination to Reach PLC, Mail Online, Mirror, Daily Star, iNews, Independent, Travel Weekly, Express, Sunday Times and various freelancers.</p> <p>Rooster pitched the VSPC 'Unwind & Be Kind' initiative to Metro for an environment initiative round up.</p> <p>Rooster pitched forward feature content to Travel Weekly & TTG.</p> <p><i>Status: Ongoing.</i></p>
<p>Deals / offers pitching</p>	<p>Rooster pitched a strong Ocean Florida holiday offer to media (referencing the Rum Fish Beach Resort) with the angle of a family holiday.</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 managed all elements of content creator trip in May (3-8), including:</p> <ul style="list-style-type: none"> • Finalising itinerary and liaising with partners • Hosting trip in destination • Liaising with content creators and VSPC post trip regarding coverage/deliverables/invoicing <p><i>Status: Ongoing – Rooster to provide follow-up report and overall coverage report.</i></p>
Press trip: The Sun	<p>Senior Travel Journalist from The Sun, Sophie Swietochowski travelled to St. Pete/Clearwater in May (12-16). Rooster finalised all elements of the itinerary and shared with Sophie ahead of her visit. Follow up is ongoing regarding her coverage/expenses.</p> <p><i>Status: Ongoing – coverage to be published.</i></p>

Media and influencer trips.

Activity	Description
Influencer trip: Brogan Abroad	<p>Content creator Teresa Gomez of Brogan Abroad will be travelling to St. Pete/Clearwater in June (1-3) as part of partnership with Discover Crystal River. Rooster managed all elements of the trip, submitting relevant forms and docs, liaising with partners, finalising itinerary and liaising with Teresa.</p> <p><i>Status: Ongoing – Brogan Abroad to visit June (1-3).</i></p>
Influencer trip: Nomadic Boys for St. Pete Pride	<p>Rooster continued organisation of Nomadic Boys trip to St. Pete Pride. Flights have been booked and hotel partners have been confirmed. Itinerary is in the planning stages.</p> <p><i>Status: Ongoing – flights booked, remainder of itinerary to arrange.</i></p>
Press trip: Metro & Irish Sunday Independent	<p>Rooster liaised with freelancer Edaein O’Connell regarding possible press trip.</p> <p><i>Status: Ongoing – details to be shared with client.</i></p>
Press trip: Pollitt Family	<p>Rooster liaised with Victoria Pollitt from Family Holiday Guide and Express & Star re rescheduling press trip.</p> <p><i>Status: Ongoing – details to be shared with client.</i></p>

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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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