



MARKETING UPDATE



**ST.PETE
CLEARWATER, FL**
VisitSPC.com

An aerial photograph of a tropical beach. Two palm trees stand on the sandy shore, their long shadows cast across the sand. Two people are walking on the beach near the water's edge. The water is a clear, vibrant blue. The image is partially obscured by a white, wavy-edged graphic element on the right side.

Update

- Incremental marketing budget
- Summer/Fall plans
- 727 Day
- FunShine Savings Passport
- FY 25 Marketing Planning

Using the budget increase

- **Additional \$6M for advertising approved by BCC on 5/21/24**
- Three areas of focus.
- Summer/Fall campaign for In-State
- Fall campaign in key markets in Northeast and Midwest
- Greater Tampa Bay campaign

In-State/Drive Market

- **Key FL & GA Markets (32.9% of summer/fall visitors)**
- Atlanta, Orlando, Jacksonville, Miami/Ft Lauderdale
- Focus:
 - Escape to the beach this summer/fall
 - Arts, culture and natural beauty are just a drive away
- Combined media plan
 - TV (Cable & CTV)
 - Radio (Broadcast and streaming services)
 - Out of home (with connected digital banners)
 - Print and Web
 - Social

Out-of-State/Fly Market

- **Northeast & Midwest focus (25% of summer/fall visitors)**
- Adding a national presence on NPR
- Adding exposure in New York DMA
- Increasing presence in Chicago, Minneapolis, Indianapolis, Nashville, Cincinnati
- Focus:
 - Experience a different kind of fall in St. Pete-Clearwater. Amazing colors, no cold temperatures
 - Prime traveler thinking about their winter/spring travels
- Combined media plan
 - TV (Cable & CTV)
 - Radio (Broadcast and streaming services)
 - Out of home (with connected digital banners)
 - Print, Web and Social

Creative

Timing:

FL/GA – Jun 17-Sep 16

Out of State - Jul 15-Oct 31

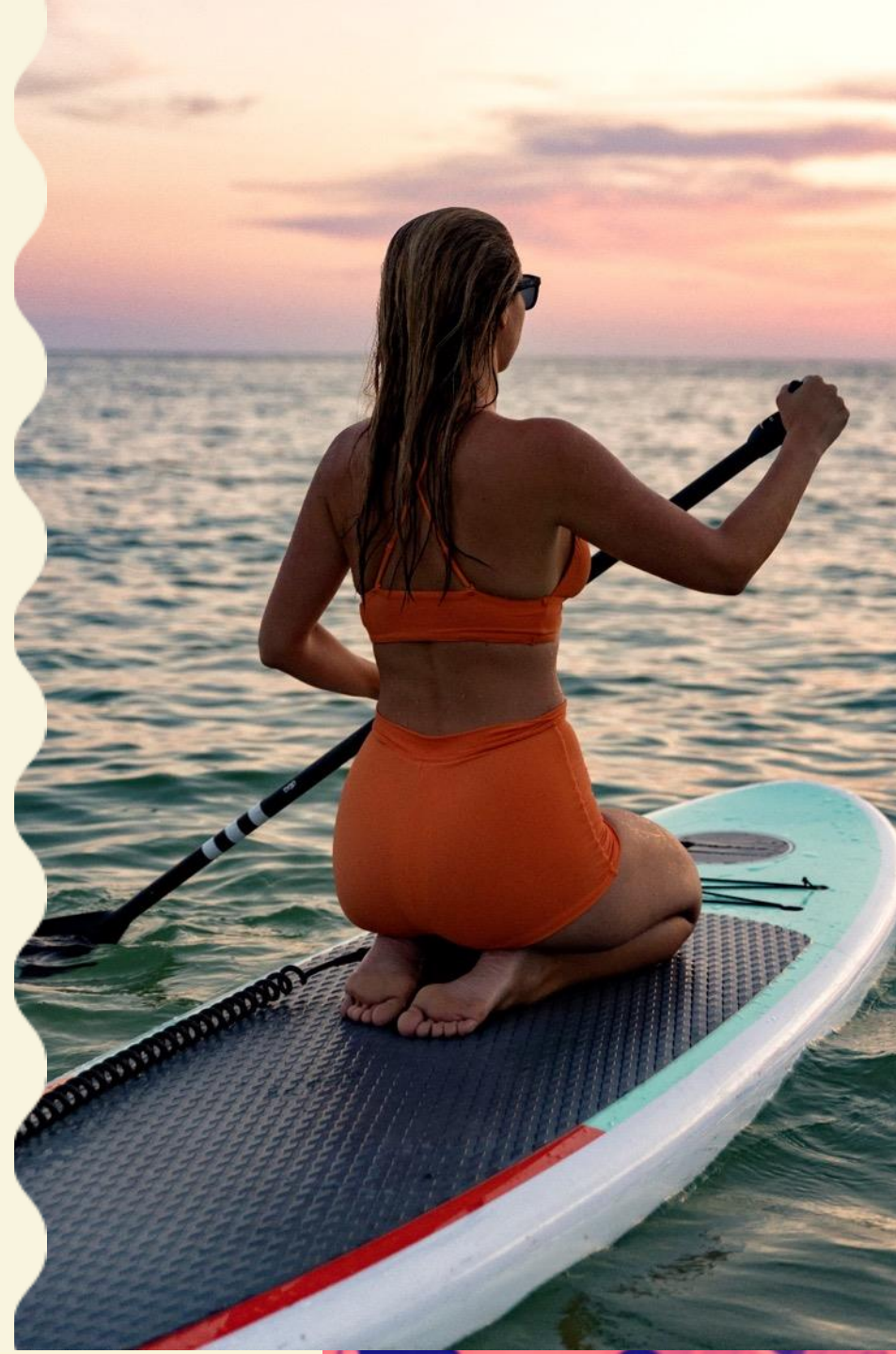
Approach:

Contrast St. Pete-Clearwater to the more typical Fall destinations.

Looking for spectacular fall colors? There's no need to travel to New Hampshire or Vermont for fall foliage, enjoy incredible colors AND warm weather along America's Best Beaches

Tactics:

Showcase the different parts of the destination and change the perception of what going in search of fall colors means



30 Sec TV (Cable & Streaming)



Out of State – Sequential Print Ads



**WHITE SAND.
EVEN AFTER LABOR DAY.**

Experience fall colors like never before in St. Pete-Clearwater. Dive into the emerald waters of the Gulf. Encounter kaleidoscopic genius at the Chihuly Collection and The Dali Museum. And enjoy fiery red sunsets night after night at the Pier 60. Let's shine.



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**FALL COLORS WITHOUT THE
FALLING TEMPERATURES.**

It's time for a technicolor experience in St. Pete-Clearwater. Kick back on the sugar-white sands of America's Best Beaches. Glide across the emerald waters of the Gulf. Paddle beneath vibrant green mangrove tunnels. And explore the kaleidoscopic colors of over 30 museums and 500 street murals. Let's shine.



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Out of State – Sequential Print Ads



EMERALD GREEN WATER: YOUR NEW FAVORITE FALL COLOR.

Experience fall colors like never before in St. Pete-Clearwater. Dive into the emerald waters of the Gulf. Encounter kaleidoscopic genius at the Chihuly Collection and The Dali Museum. And enjoy fiery red sunsets night after night at the Pier 60. Let's shine.



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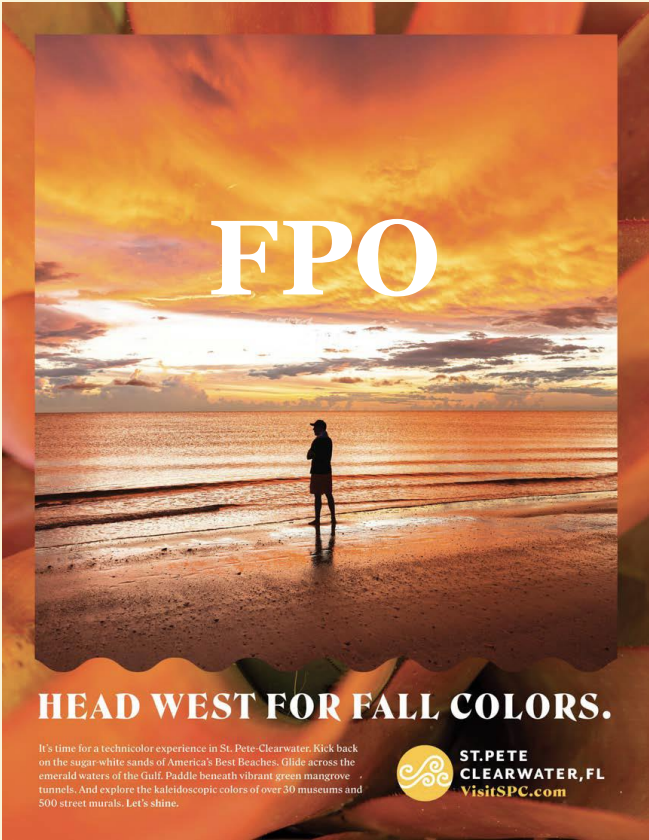
PACK YOUR SWIMSUIT AND PEEP AT OUR FALL COLORS.

Experience fall colors like never before in St. Pete-Clearwater. Dive into the emerald waters of the Gulf. Encounter kaleidoscopic genius at the Chihuly Collection and The Dali Museum. And enjoy fiery red sunsets night after night at Pier 60. Let's shine.



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In-State/GA –Print and Outdoor

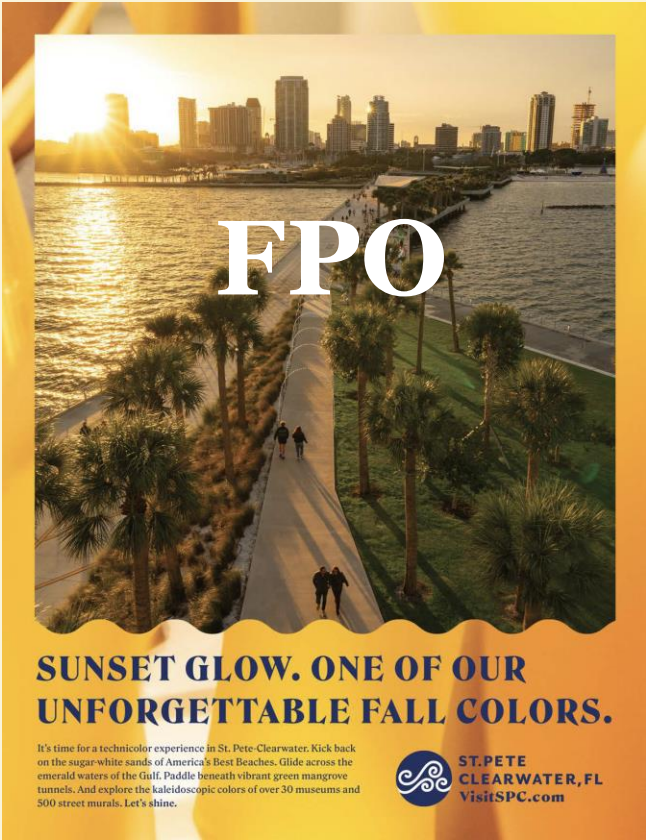


FPO

HEAD WEST FOR FALL COLORS.

It's time for a technicolor experience in St. Pete-Clearwater. Kick back on the sugar-white sands of America's Best Beaches. Glide across the emerald waters of the Gulf. Paddle beneath vibrant green mangrove tunnels. And explore the kaleidoscopic colors of over 30 museums and 500 street murals. Let's shine.


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FPO

**SUNSET GLOW. ONE OF OUR
UNFORGETTABLE FALL COLORS.**

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**THIS FALL, TURN
A NEW LEAF.**

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CLEARWATER, FL**
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**HEAD WEST FOR
FALL COLORS. FPO**

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Local Market

- **Tampa-St Pete DMA (18.5% of summer/fall visitors)**
- New initiative to drive overnight visits from Greater Tampa Bay
 - (Pasco, Manatee, Citrus, Hardee, Hernando, Highlands, Hillsborough, Polk, Sarasota)
- Focus:
 - America's best beaches are on your doorstep
 - A few days and a short drive can reinvigorate you.
- Combined media plan
 - TV (Cable & CTV) including content custom series on WFTS
 - Radio (Broadcast and streaming services)
 - Digital Outdoor targeting new communities and affluent neighborhoods in surrounding counties
 - Gas Station Pump Screens & Tampa Premium Outlets (Lutz)
 - Web and Social

727 Day (July 27th)

Celebrating Pinellas County residents and their role in tourism:

Building on the From Visitors With Love campaign

Promoting using local influencer Alexia Gonzalez

- Rewarding residents with a gift cards from visitors for answering simple questions about tourism in the County

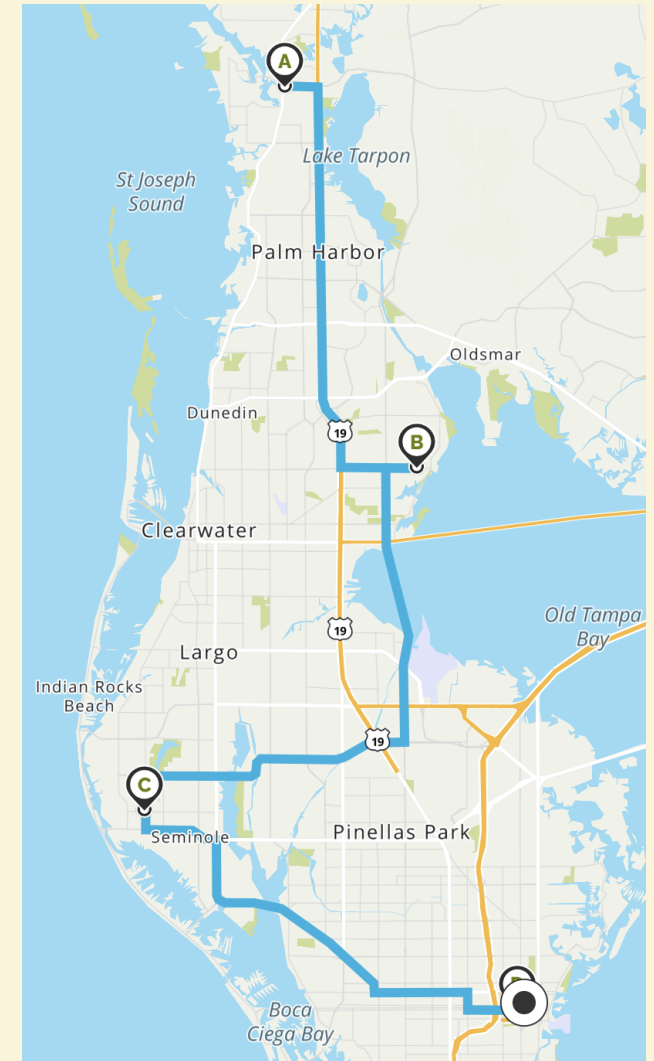


Alexia Gonzalez Social Video





727 Day Deals & Promotions

- 100+ deals from across the county, themed 7-2-7
 - (e.g. Save \$7.27 on admission at The Dali, \$7.27 appetizer at Bongos Beach Bar, \$7.27 margarita at Red Mesa)
 - Custom URL - **727Day.com** with details and location of all the deals
- Partnered with the Rays to give away 727 tickets for the 7/27 game vs Reds.
- On 7/27, VisitSPC to activate across the county to promote deals
 - 7.27am in Tarpon Springs, followed by Safety Harbor, Seminole and ending in St Pete at Rays game
 - Prizes for residents who can answer simple questions about the impact of tourism
 - Custom T-Shirt. Designed by local artist Alli Arnold



FunShine Savings Passport

- **Mobile Web App**
 - Launching in early August
 - Built on the Bandwango platform (same as Gulp Coast)
 - Offers visitors deals throughout the county
 - Free to users and free to participating businesses



FunShine Savings Passport

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Visit St. Pete/Clearwater!

FREE

[Sign Up](#) [Learn More](#)

FY 2025 Planning Process

- Hosted a summit of advertising and PR agencies in June
- Objectives for 2025
 - St. Pete-Clearwater area is known as **America's Best Beaches**
 - Arts, Culture, Dining, Nature are seen as reasons our beaches are the best
 - Identify, size and target audience growth opportunities (new locations, different demographics etc.)
 - Leverage major events to tell our story (Grand Prix, Valspar)
 - Be bold and creative with our ideas and executions.
- Establishing Marketing Committee (starting next month)
 - Bring stakeholders together for discussion and collaboration.

