



**ST.PETE
CLEARWATER, FL**

Monthly Report.

May 2024

Rooster.

Monthly Activity.

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Monthly PR calls	Rooster took part in monthly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VisitSPC coverage.
BH&P mailing house	Rooster continues to liaise with mailing house and forward monthly reports.
Trade database	Rooster continues 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.
Brand USA call	No call this month due to IPW and travel schedule. Jayne met the team at IPW.
IPW	Rooster attended IPW, took meeting notes and followed up with all attendees.
Call with Eddie Kirsch	Rooster attended a call with Eddie to successfully fix a long-standing act-on issue.

Rooster.

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Holidays Florida Campaign (May – June 24)	<p>Rooster and VisitSPC committed to a Florida campaign as one of 7 partners, including Visit Florida, Experience Kissimmee, Tampa Airport, Visit Tampa Bay, Visit Orlando & Universal Orlando. The campaign has a media value of \$0.5 Million and predominantly focuses on paid social and YouTube advertising.</p> <p>Status: Campaign assets live with a sustained increase in website visits and holiday searches from the social & YouTube ads reported. The 15" social videos & YouTube assets are outperforming the statics for visits and searches, typically the statics perform better for conversion campaigns.</p> <p>In terms of trading (1st – 20th May), St. Pete-Clearwater is up +134% YOY for room nights at 405 TY vs 173 LY. Average length of stay has increased from 5 to 7 nights. Overall, a very positive start to the campaign.</p>
Rugby League Sponsorship (2024-2025)	<p>Rooster were approached with a last-minute deal to be a sponsor for Rugby League for the rest of the 2024 season as well as 2025 to replace a previous drop out. The activity offers the opportunity for long-term brand awareness to promote VisitSPC across the LED billboards, radio clips as well as web and email channels.</p> <p>Status: In Progress. Rooster have confirmed the partnership utilising Brand USA funds and worked on designing the creative ahead of the launch of the activity in June.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Group Trade FAM	<p>Rooster have been coordinating an upcoming Trade FAM, scheduled for 19-24th June with 4-nights in St. Pete-Clearwater.</p> <p>Status: The dates are secured with the itinerary and attendee list being finalised ahead of the trip. To be completed early in June ahead of the commencement of the trip.</p>
Barrhead Travel	<p>Rooster have agreed to participate in a Florida campaign using the Brand USA LOA. Activity will run from May until the end of June and includes a landing page refresh, email, social, digital, in-store, DM, SMS and press activity as well as agent training.</p> <p>Status: Campaign live with a refreshed content hub, signed off digital and print creatives. Training of the Barrhead sales team was carried out virtually, recorded and remains available to watch on demand for the staff that weren't present. An incentive offering the top seller for St. Pete-Clearwater a place on the next FAM has been communicated to incentivise sales to the destination.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Inspire My Holiday	<p>Inspire My Holiday is an innovative travel inspiration platform that targets consumers booking their holiday; at a time when they are looking for holiday inspiration, guidance, and can be influenced on where to go and what type of holiday to take. They've got a new website launching which focuses on providing the travel trade with destination facts with links to key info. Rooster have agreed to set up a St. Pete-Clearwater hub with an early bird special offer which includes a free solus email to their database of 4,000 agents and homeworkers.</p> <p>Status: In Progress. Initial Trade Hub page shared by Inspire My Holiday, reviewed with feedback and changes provided by Rooster. Final page to be shared in June ahead of website launch. The activity will initially be live for 12 months under the agreement with the option to extend further.</p>
BA Holidays	<p>Visit Florida are working with Visit Florida and other CVB partners to promote the destination in a last-minute campaign aimed at supporting the Gatwick to Tampa direct route as well as driving consideration and bookings to the State. VisitSPC have committed to the top package that includes a solus email, hub article, solus suite of display traffic drivers, full page Mail Check In as well as 550k Brand Stories Interstitial on MailOnline.</p> <p>Status: Ongoing. Imagery and key assets sent across to BA Holidays. Briefing forms completed and sent with amends on initial proofs provided by Rooster. Activity to be shared by Rooster when live in June.</p>

Rooster.

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Thomas Cook	<p>Rooster continued discussions with Thomas Cook to improve the St. Pete-Clearwater presence on their website. They've been focussing heavily on Florida, working with several other tourist boards with a view to improving their content and sales to the area.</p> <p>Status: In progress. Rooster have been having discussions about a two-month campaign due to start in August. Opportunity to be shared with VisitSPC and Brand USA in June.</p>
Berkshire County FC event activation (June 15 th)	<p>Steve alerted Rooster to an opportunity to run an activation at a one-day festival hosted by Berkshire County FC. The geographic location as well as a strong index towards the family market mean that we can target key demographics with themed destination activities that encourage data capture and branded merchandise giveaways. The event will be viewed as a low-cost pilot test to monitor the success of exhibiting at grass-roots level sporting events ahead of any future similar activity.</p> <p>Status: Confirmed. Rooster have confirmed attendance for the date. Pete will be driving to the event, providing branded merchandise for Berks County FC wheel of fortune prizes as well as running a corn hole toss tournament with data capture and opportunities to win VisitSPC branded merchandise.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Family Traveller	<p>Family Traveller is a multi platform award-winning lifestyle brand which targets parents via inspiring content in order to maximise their time together. The target audience is aged 28-50 affluent mothers with children aged 0-15 years.</p> <p>Rooster ran a campaign with Family Traveller and Brand USA, consisting of three digital content pieces, an interactive destination quiz, a holiday competition (with data capture), print advertorial, banners and a solus email.</p> <p>Rooster sourced 7 free nights from the Wyndham Grand to use as part of the prize giveaway as well as a 20% off booking deal .</p> <p>Status: Complete, The hugely successful campaign has ended with results that include Competition entries of 22,774, Opt-in entries of 18,612, Opt-in rate 82%, Quiz Completions of 27,624 with an average time of 2 minutes and 15 seconds. Total Time on quiz of 1036 hours with 22,774 exit clicks to VisitSPC website. There were over 835k total social impressions & more than 45k digital article page views. The solus email open rate was over 40% with 14% click through rate. The prize winner will be announced in June with a follow up email including an exclusive deal to be sent through to all that opted in to receive VisitSPC emails.</p>

Monthly Activity.

Trainings, meeting and events.

Activity	Description
Brand USA Travel Week	<p>Rooster submitted an application for VisitSPC to attend Brand USA Travel Week. The event covers trade, press as well as CEO meetings and workshops with key partners to promote St. Pete-Clearwater.</p> <p>Status: In Progress. All applications accepted. We've had confirmation that the Commissioner can attend the show, taking part in some meeting trade/PR and evening events. Updates will continue as we get closer to the event.</p>
TTG & Visit Florida Activity	<p>A last-minute opportunity arose to be involved in some activity in conjunction with Visit Florida and TTG that includes agent training, a feature in Selling Travel as well as involvement in a promoted competition and brand awareness across the TTG Top 50 Travel Agencies ceremony and website.</p> <p>Status: Complete. Campaign microsite online and shared with VisitSPC. Live training completed available on demand for agents and shared with VisitSPC. Competition complete with prize sent out to the winner. Rooster attended the TTG Top 50 Travel Agencies ceremony and took the opportunity to network with leading agents. Rooster have been working with the Visit Florida finance team to arrange final payment.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
IPW (May 2024)	<p>Met with key industry partners from the UK, Scandinavian and Irish market. This year was extremely positive with most of the appointments being with new prospects that are either looking to expand their Florida product offerings or are new to the region. A long-awaited campaign with British Airways Holidays was confirmed as is launching in June. Exciting new prospects with the cruise market out of Tampa with an Irish Tour Operator. A FIFA world cup opportunity is being explored. Positive news from Virgin Holidays with visitor arrivals increasing to the destination.</p> <p>Status: Follow up continues as campaigns are developed, all meeting that were taken that are not within Roosters remit have been written up and passed to the relevant person.</p>

Monthly Activity.

Newsletters

Activity	Description
Consumer database	'St. Pete-Clearwater A.K.A Sunshine City'. Shared with a consumer database of 14,327 with an open rate of 22.9%.
Trade database	'St. Pete-Clearwater A.K.A Sunshine City'. Shared with a trade database of 1,122.

Coverage Highlights

Click for [2024 CoverageBook](#).

The  INDEPENDENT

Best beaches in Florida for pure white sands, turquoise waters and rolling dunes

St Pete-Clearwater



Family holiday? Think St Pete-Clearwater (Visit St. Pete/Clearwater)

While the state is packed with small-scale charms, it's hard to beat one that goes on seemingly forever. Welcome to the Gulf Coast playground that is St Pete-Clearwater, where eight separate locations effectively form one 35-mile stretch of unbroken shimmering seaside. This is classic family territory, where the seas are calmer than the east coast and the shoreline shelves gently, creating wide, deep beaches. All manner of boating and water sports are also on offer, including dolphin watch cruises and deep sea fishing, while there is a plethora of seafront resorts that genuinely have sand at their back door.



Florida's biggest pride celebration in St. Pete

Tuesday, 07 May, 2024 0



St. Pete/Clearwater is home to a jubilant, loud and proud LGBTQ+ population.

They come together throughout the month of June to celebrate the area's queer history.

St Pete Pride is the largest festival of its kind in the state, and one of the biggest in the US, with over 300,000 attendees at the street parade alone last year.

Aol. yahoo!

Fort De Soto Park



A great beach, yes – but Fort De Soto Park is also the gateway to the Great Florida Birding Trail (Getty Images)

Dangling on the south end of the long St Pete-Clearwater conglomerate is this self-contained series of five islets with a genuine desert island vibe, where the only large man-made structure is the 1898 Spanish-American War fort. North Beach, with its shallow tidal pool, draws the most families, while East Beach is popular with kite surfers. For total seclusion, hop on the ferry to Egmont Key and discover this utterly unspoiled nature preserve, or rent a canoe or kayak and go paddling among the serene mangroves, where jumping mullet and the occasional manatee are likely to be your only companions.

Rooster.

Fiscal Year to Date Results.

Click for [CoverageBook](#).

38

Pieces of Coverage

Total number of online, offline and social clips in this book

269M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

1.15M

Offline Audience

Combined total number of people for Print/TV/Radio

29

Engagements

Combined total of likes, comments and shares on social media platforms

67

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

863K

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

Rooster.

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
05.07.24	Trade	Travel Mole	Florida's Biggest Pride Celebrations in St. Pete	122,000
05.31.24	National	The Independent	Best beaches in Florida for pure white sands, turquoise waters and rolling dunes	53,700,000
05.31.24	National	AOL	Best beaches in Florida for pure white sands, turquoise waters and rolling dunes	8,760,000
05.31.24	National	Yahoo UK & Ireland	Best beaches in Florida for pure white sands, turquoise waters and rolling dunes	2,700,000

Monthly Activity.

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. Angles included winter sun and new openings for 2024. See full PR report for more details.</p> <p>Status: Ongoing.</p>
Press release: St. Pete Pride Month	<p>Rooster drafted and distributed a release about St. Pete Pride month, showcasing the importance and size of the local LGBTQIA+ population and how visitors can get involved. Rooster included comment from Nicole Berman, Executive Director of St Pete Pride.</p> <p>Status: Distributed to national, consumer, and travel trade media; coverage secured and shared. To proactively pitch where relevant.</p>
Press release: Best rooftop bars in St. Pete-Clearwater	<p>Rooster drafted and shared a release showcasing the best rooftop bars within the destination.</p> <p>Status: Press release with the client for review, to distribute in June.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continued pitching individual press trips.</p> <p>Targeted in May 2024: The Scottish Sun.</p> <p>Rooster has continued to liaise with targets of interest and aim to secure commissions with freelancers for national/consumer titles.</p> <p>Status: Outreach ongoing – Rooster to continue targeting new publications.</p>
Group press trip: May 2024	<p>Rooster hosted a joint group press trip with Discover Crystal River over 15–20 May 2024, with 3-nights in St. Pete–Clearwater, and 2-nights in Crystal River. The angle of the trip revolves around nature and wildlife.</p> <p>Attendees: Sunday World, The Sun, Reach PLC, LoveExploring</p> <p>Status: Press trip complete, Rooster has followed up with information, images and pricing details. Awaiting coverage.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Press trip: The Herald, Scotland	<p>Rooster liaised with freelance travel journalist Ailsa Sheldon on her press trip for Scottish national newspaper, The Herald, with a focus on Dunedin.</p> <p>Rooster has shared additional imagery and information to support her feature following the conclusion of her press trip. Rooster has liaised regarding specific invoicing procedures to ensure all receipts are correct.</p> <p>Status: Press trip complete, awaiting coverage. Expenses submitted per feedback from the VisitSPC finance team. Rooster liaised with in destination partners to obtain the correct receipt formatting.</p>
Press trip: Neil Sowerby, Confidential	<p>Rooster shared an opportunity to collaborate with Visit Florida on a multi-stop Floridian press trip, that would include VisitSPC supporting a journalist's stay in-destination (17-20 May). This will result in a dedicated destination feature in Confidential.</p> <p>Status: Press trip complete, awaiting coverage. To share receipts for VisitSPC invoicing once received in June.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Press trip: The Scottish Sun	<p>Rooster liaised with Heather Lowrie from The Scottish Sun following interest in a family press trip, which would result in two destination reviews (one on St. Pete, one on Clearwater). Rooster liaised with the journalist attendee and requested a MAF to be completed, this will be shared with VisitSPC.</p> <p>Status: Press trip proposed to VisitSPC, awaiting feedback on trip angles. To progress should client agree.</p>
Influencer trip collaboration with Trending Travel agency	<p>Rooster met with and reviewed influencer trip collaboration opportunities with Trending Travel, a tour operator with a focus on influencers and content creation for destinations.</p> <p>Status: Rooster received a deck detailing partnership opportunity for a joint Florida influencer trip and had call with representative. To share opportunity with the client in due course.</p>

Monthly Activity.

Media events.

Activity	Description
Visit USA Marketplace (June 2024)	<p>Rooster shared an opportunity for VisitSPC to attend the Visit USA Marketplace, set to take place in June 2024. This involves an informal BBQ to hear about key yearly updates, host a stand, and network directly with free roaming media. The evening ends with a networking session and the announcement of the winners of the Visit USA UK Media Awards.</p> <p>Status: Rooster confirmed attendance following client approval. VisitSPC bio drafted and submitted.</p>
Visit USA Summer Soiree (June 2024)	<p>Rooster has taken a table and will host both trade and media contacts for networking and relationship building.</p> <p>Status: Rooster confirmed attendance following client approval. Attendees (media / trade / tour op partners) now confirmed.</p>

Monthly Activity.

Broadcast opportunities.

Activity	Description
ITV 'A Taste of Florida'	<p>Rooster confirmed participation in the ITV broadcast TV show opportunity in collaboration with Visit Florida. This also includes Gold Sponsorship of the WTM Visit Florida Signature Dinner, for a combined cost of £25,000.</p> <p>This is a five-part food and travel series on ITV which aired February 2024. ITV is one of the top British free-to-air TV networks and is very popular across the country, and they estimate this show will reach between 7-9 million UK viewers. The Friendly Fisherman and Brick Street Farms are featured in the episode, with Jimmy (the host of the show) also heading to Fort De Soto in St. Pete-Clearwater to create and cook a dish.</p> <p>Status: Episode aired on 14 February and shared with the VisitSPC team following. Gosh and Visit Florida provided wrap-up report.</p>

Monthly Activity.

Broadcast opportunities.

Activity	Description
Gaydio (Brand USA funds)	<p>Rooster has completed the VisitSPC campaign with popular LGBTQ+ UK radio station, Gaydio. This involved arranging a FAM for the Gaydio team, for promotion of the area ahead of Pride month in June, with an onsite broadcasting of their show from St. Pete-Clearwater. Whilst in-destination, the Gaydio team interviewed local LGBTQ+ figures of note for inclusion in the radio show. Rooster confirmed a range of interviews for the duration of their stay. These will play 30x per week for 3-weeks post campaign.</p> <p>In addition, social posts were uploaded during their 4-night stay, a SOLUS email sent out to their database, post-campaign promotion of the show which can be listened to online, a 2-week competition with promotion, and more. Rooster and VisitSPC developed itinerary and shared media backgrounder for partners. Brand USA budget was used to support the campaign.</p> <p>Status: Trip complete with a three-hour show broadcasted on 27 April which was shared with VisitSPC. Competition complete, winner contacted. To finalise and share trip expenses for VisitSPC to reimburse.</p>

Monthly Activity.

Broadcast opportunities.

Activity	Description
BBC2 broadcast opportunity	<p>Rooster liaised with Visit Florida regarding an upcoming broadcast opportunity with the British Broadcasting Company (BBC2), for a new series with a 'British household name'. This will see the host and her son explore Florida, uncovering the ways to get the best value and time out of one of the UK's favourite holiday destinations.</p> <p>Rooster drafted a pitch document showcasing the very best in St. Pete-Clearwater for consideration in this broadcast opportunity. A range of suggestions were put to Visit Florida including the culinary scene, world-renowned arts offering, and natural beauty spots.</p> <p>This does not involve paid spend nor complimentary accommodation/attractions. Rooster would look to obtain a media rate for the production company.</p> <p>Status: Pitch submitted to Visit Florida, awaiting feedback and final decision.</p>

Contact.

We're here to answer any questions.

Jayne Brooke, Marketing Director

Charlotte Wright, Senior Account Director

Ben Williams, Marketing Manager - Destinations

Peter Gregory, Senior PR & Marketing Executive

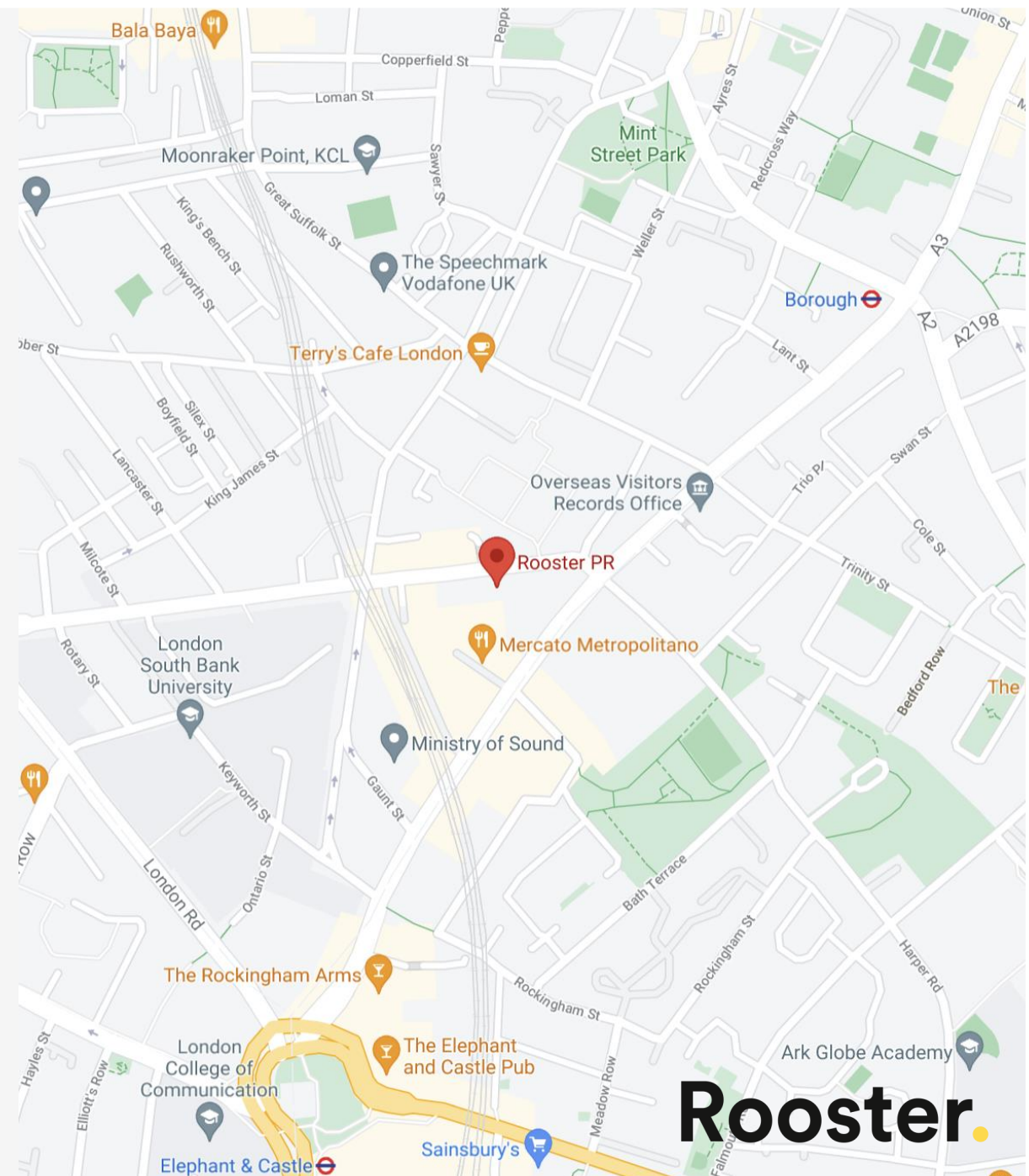
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