



**ST.PETE  
CLEARWATER, FL**

# Monthly Report.

June 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	Rooster attended the monthly call.
In destination VisitSPC all agency meetings	Rooster attended the scheduled meetings, presented and submitted review/plans.
Sports meeting with Caleb	Rooster invited Caleb to discuss VisitSPC's sports offering as well as upcoming opportunities whilst he was in London.

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Virgin Holidays Florida Campaign (May – June 24) & Content Shoot Scheduled for July 2024	<p>Rooster and VisitSPC participated in a Florida campaign as one of 7 partners, including Visit Florida, Experience Kissimmee, Tampa Airport, Visit Tampa Bay, Visit Orlando &amp; Universal Orlando. The campaign had a media value of \$0.5 Million and predominantly focused on paid social and YouTube advertising.</p> <p>Rooster and VisitSPC have been discussing an upcoming content shoot and have suggested a list of top areas and attractions to capture. A call was setup to ensure appropriate planning was carried out ahead of the shoot.</p> <p>Status: Campaign complete and awaiting PCR. There were 13.5k unique visits from St. Pete–Clearwater ads. In terms of trading, St. Pete–Clearwater is up +16% YOY at 725 room nights. Average length of stay has increased to 7 nights with the average party size staying at 4. Full report to follow. Content shoot booked for 26 July 2024 to gather content ahead of follow up September campaign.</p>
Rugby League Sponsorship (2024–2025)	<p>Rooster was 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 launched the activity with LED banners now live at televised games, web banners on the Rugby League homepage and placeholder radio ads live. Scripts for new updated adverts are in progress and are due to go live in July. PR amplification progresses.</p>

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Group Trade FAM	<p>Rooster successfully hosted a UK trade FAM to St. Pete–Clearwater from 19–23 June 2024, with the stay split between the Postcard Inn on the Beach and Wyndham Grand, Clearwater Beach. The group participated in St Pete Pride, visited key hotel partners, tried the area’s best food, and experienced the arts scene on offer.</p> <p>Attendees: USAirtours, Flight Centre, Ocean Florida, Barrhead Travel &amp; TUI.</p> <p>Status: Trip complete, partner and attendee follow-up complete. FAM pitched to travel trade publications, awaiting coverage. To follow-up with the media in July.</p>
Barrhead Travel	<p>Rooster is participating in a Florida campaign using the Brand USA LOA. The activity will run from May until 7 July 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. Report to follow campaign completion in July.</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 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 July ahead of website launch. The activity will officially be live from 1 July for 12 months under the agreement with the option to extend further.</p>
BA Holidays	<p>BA Holidays worked 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 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: Complete. Rooster sent through completed briefing forms, imagery and key assets to BA Holidays. Rooster reviewed each piece of collateral ahead of going live with the activity. The campaign has now been completed with a full campaign report due 31 August. Interim stats requested to be shared in July.</p>

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Thomas Cook	<p>Rooster has been discussing a joint marketing campaign with Thomas Cook to improve the St. Pete-Clearwater presence on their website, to create engaging content and drive sales to the destination. Thomas Cook have been focussing heavily on Florida recently, working with several other tourist boards with a view to improving their content and sales to the area.</p> <p>Status: Campaign agreed in principle. Rooster have confirmed participation in a two-month campaign due to start in August to be financed through the Brand USA LOA.</p>
Berkshire County FC event activation (15 June)	<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 acted 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: Event complete with Rooster attendance. To share outcomes following the event. Rooster to discuss internally on next steps regarding possible activity around youth football/sports in the UK.</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. 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. 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 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 1,036 hours with 22,774 exit clicks to VisitSPC website. There were over 835k total social impressions &amp; more than 45k digital article page views. The solus email open rate was over 40% with 14% click through rate. The prize winner was announced in June and contacted to arrange their trip. A follow up email was sent to those that didn't win, including an exclusive deal for all those that opted in to receive VisitSPC emails. Rooster is liaising with Family Traveller on follow-on editorial content.</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. Over the coming weeks, Rooster will be submitting the required information and assets and scoping possible additional media/trade event.</p> <p>Status: In Progress. All applications accepted. Rooster have 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>An opportunity arose to be involved in activity in conjunction with Visit Florida and TTG that includes agent training, a feature in TTG 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 has been working with the Visit Florida finance team to arrange final payment.</p>



# Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Kuoni	<p>Kuoni is a leading luxury Tour Operator in the UK market. Kuoni is looking to expand its Florida product offering and planning a destination day in September to launch the new program. Discussions have been underway for Visit St. Pete-Clearwater to sponsor the launch and attend the Kuoni head office to familiarise staff with the destination.</p> <p>Status: Ongoing. Imagery, video content and key messaging shared with Kuoni ahead of St. Pete-Clearwater page creation. Virtual training booked for July to educate staff on the destination.</p>

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Hays Travel	<p>Hays Travel is the largest Tour Operator in the UK in terms of retail stores and agents. Brand USA has been working with Hays Travel to provide pre-negotiated packages aimed at educating and training high volumes of sales agents, create inspiring destination content and attracting both their sizeable email database and large retail store network to visit USA. The chosen campaign package will run for 8 weeks and include an evergreen landing page, digital display ads, organic/paid social, enews inclusion, geo targeting as well as trade communications and online training aimed at 2,700 agents. The campaign will run from the start of August until the end of September.</p> <p>Status: Confirmed. The campaign will run from early August until the end of September. Briefing forms and assets to be sent through in July.</p>
USAirtours (B2B) & Travelplanners (B2C)	<p>Rooster has been discussing a campaign where St. Pete-Clearwater will feature as a destination of the month for August across a key B2B and B2C operator. The campaign will include solus emails to both engaged databases, inspiring new web and social content with traffic drivers as well as virtual training to the agents ahead of the September Sales.</p> <p>Status: Agreed in Principle. Rooster to approve the campaign with Brand USA and run the activity for the month of August.</p>

# Monthly Activity.

## Newsletters

Activity	Description
Family Traveller Opt-In email	Introductory email, 'Hi from St. Pete-Clearwater!' shared with a database of 17,990, with an open rate of 31.12%.
Gaydio Opt-In email	Introductory email, 'Hi from St. Pete-Clearwater!' drafted and approved. To be sent in early-July.
Consumer database	'Start Summer in St. Pete-Clearwater '. Shared for client approval, to be distributed in early-July.
Trade database	'Summer's Top Choice - St. Pete-Clearwater'. Shared for client approval, to be distributed in early-July.

# Coverage Highlights

Click for [2024 CoverageBook](#).

## The Telegraph

Travel / Destinations

### The 20 greatest beaches in America

From east to west coast, American beaches offer surfing, swimming and scenic views

#### Indian Shores, Florida



Tuck into the catch of the day at Salt Rock Grill

The mostly residential beach community of Indian Shores occupies a sand-spun barrier island about 25 miles west of the Tampa International Airport on the Gulf of Mexico. Simply lounge on the sugar white sands or rent a paddleboard from Mad Beach Surf Shack to explore the surrounding waters, which are as clear as [the Caribbean](#).



### Visit St. Pete-Clearwater inks Rugby Super League partnership

Friday, 28 Jun, 2024



Visit St. Pete-Clearwater, Pinellas County's official destination marketing organization, has inked an 18-month partnership with the Betfred Rugby Super League.

This is a top tier Rugby League competition in the Northern Hemisphere.

As an advertising sponsor, branded LED banners will be prominently featured across more than 100 matches, which will also be televised on BBC and Sky Sports.

The partnership includes high-profile games throughout the season as well as the playoffs and finals along with marquee matches, such as the England vs. France international match.

The Betfred Rugby Super League games give the beaches of St. Pete-Clearwater global exposure as the games are aired in over 50 countries.

These include France, Belgium, Switzerland, Gulf States, Asia, Australia, New Zealand, and Canada.



### IN FULL FLO | From swimming with manatees to chasing dolphins – inside Florida's wild side

There's far more to Florida than theme parks and Eimear Rabbitt took a walk on the wild side at Clearwater and St Petersburg



### The Fred Marquis Pinellas Trail Loop, St Pete/Clearwater



Visit St Pete/Clearwater



These fantastic Florida attractions are all FREE

# Rooster.

# Fiscal Year to Date Results.

Click for [CoverageBook](#).

**46**

Pieces of Coverage

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

**272M**

Audience

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

**2.34M**

Offline Audience

Combined total number of people for Print/TV/Radio

**67**

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

**955K**

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
06.07.24	Consumer	LoveExploring	Ranked: Florida's most beautiful small towns and cities	335,000
06.23.24	National	Sunday World	Wish you were Clear	175,060
06.24.24	National	The Telegraph	The 20 greatest beaches in America	28,800,000
06.25.24	National	Sunday World	From swimming with manatees to chasing dolphins – inside Florida's wild side	455,000
06.24.25	National	The Telegraph	The 20 greatest beaches in America	1,190,000
02.01.24	National	Sunday World	There is so much more to the USA than theme parks and city breaks...	455,000
06.28.24	Trade	Travel Mole	Visit St. Pete-Clearwater inks Rugby Super League partnership	122,000

# 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 new hotel openings, winter sun and more. See full PR report for more details.</p> <p>Status: Ongoing.</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: Distributed to national, consumer, and travel trade media.</p>
Press release: Betfred Rugby Super League sponsorship announcement	<p>Rooster drafted and distributed an announcement that Visit St. Pete-Clearwater is a new advertising sponsor of the Betfred Rugby Super League to travel and trade media.</p> <p>Status: Distributed, coverage secured. To complete follow-ups in July.</p>

# Monthly Activity.

Media materials and liaison.

Activity	Description
Press release: Best outdoor experiences in St. Pete-Clearwater	<p>Rooster drafted and distributed a release showcasing the very best outdoor experiences to be found in St. Pete-Clearwater for travellers looking to try something new this year.</p> <p>Status: To be finalised and shared with VisitSPC for approval in July.</p>



# Monthly Activity.

## Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster has continued to liaise with targets of interest and aim to secure commissions with freelancers for national/consumer titles.</p> <p><b>Status: Outreach ongoing – Rooster to continue targeting new publications.</b></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><b>Status: Press trip complete, Rooster has followed up with information, images and pricing details. Coverage received from Sunday World.</b></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, <b>The Herald</b>, 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><b>Status:</b> 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 <b>Confidential</b>.</p> <p><b>Status:</b> Press trip complete, awaiting coverage. Additional imagery shared in June 2024.</p>

# Monthly Activity.

## Media and influencer trips.

Activity	Description
Press trip: The Scottish Sun	<p>Rooster liaised with Jack Aitchinson from <b>The Scottish Sun</b> following interest in a family press trip. Rooster liaised with the journalist attendee, reviewed flight options and began drafting the itinerary.</p> <p>Status: Press trip approved by the client. To liaise with the journalist to confirm flights and hotels. To begin on an itinerary for 1-6 August.</p>
Influencer trip collaboration with Trending Travel agency	<p>Rooster met with and reviewed influencer trip collaboration opportunities with <b>Trending Travel</b>, 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.

Rooster.

Media events.

Activity	Description
Visit USA Marketplace (June 2024)	<p>Rooster attended the Visit USA Marketplace on behalf of VisitSPC. This involved an informal standing table setting networking hour, followed by a summer BBQ. The evening ended with the announcement of the winners of the Visit USA UK Media Awards. Rooster engaged with the following media: #</p> <ul style="list-style-type: none"><li>• Carly Honeyfield – Bauer Magazines (interested in October half term press trip)</li><li>• Andrew Dent – Family Traveller (interested in a press trip for UK &amp; Canada magazines)</li><li>• Eddi Fiegel – freelance (interested in arts &amp; culture and to be added to our press lists)</li><li>• Jessica Pook – Selling Travel (interested in news and press trips)</li><li>• Claire Dodd – freelance (to include information on VisitSPC in a ‘Best Beaches’ round up for JRNY Magazine)</li><li>• Harriet Mallinson – Family Traveller &amp; Sailawaze (interested in news and press trips)</li></ul> <p>Status: Complete. Rooster to continue follow-up discussions.</p>
Visit USA Summer Affair (June 2024)	<p>Rooster hosted a table with both trade and media contacts for networking and relationship building.</p> <p>Status: Complete.</p>

# Monthly Activity.

Broadcast opportunities.

Activity	Description
Gaydio (Brand USA funds)	<p>Rooster has completed the VisitSPC campaign with popular LGBTQ+ UK radio station, <b>Gaydio</b>. 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.</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.</p> <ul style="list-style-type: none"><li>• Live show radio reach: 612,754</li><li>• Radio advertisement impacts: 4,283,000</li><li>• Social interactions: 6,562</li><li>• Newsletter readership: 3,901 (38% open rate)</li><li>• Competition entries: 7,124 (1,646 opt-ins)</li></ul> <p>Status: Trip and competition complete, winner contacted. Discussions had on a FY24-25 campaign, to share outcomes in due course.</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, to follow-up in July ahead of proposed August trip dates.</p>

# Contact.

We're here to answer any questions.

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