

**Rooster.**

# Monthly Marketing Report

ST. PETE/CLEARWATER

March 2023

## Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call	Monthly call.
BH&P mailing house	Rooster continues to liaise with mailing house regarding current stock and shipment to Sweden for Swansons travel show.
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.
USA Travel Show Denmark, B2B	Rooster attended networking B2B show in Denmark, creating further relationships in the Scandinavian market. Please find report <a href="#">here</a>
IMM UK 2023	Rooster managed and attended media networking event in London, meeting with over 40 journalists and further developing relationships and story leads.

## Account management, activity and planning.

Activity	Description
Norse Atlantic Airways Call	Rooster joined virtual call with Christina, Phillip & Gemma. Discussed new London-Orlando route and future joint ventures.
Escapism Ad	Rooster evaluated and progressed with one-page ad placement in top UK travel magazine, Escapism.
New VSPC stock	Rooster paid for and order updated/new VSPC stock for our UK storage.
Economic Development Overseas visit to London	Rooster joined a call to discuss trip, we have sourced and booked lunch for the delegation on Friday 14. Rooster will be present at the lunch.
Call with Visit Florida	Updating us on UK sales mission/roadshow
Red Tide Monitoring	Rooster monitored coverage in the UK regarding latest red tide bloom in the destination and flagged any relevant pieces.

## Consumer & Trade engagement opportunities.

Activity	Description
Icelolly Campaign/Visit Florida	<p>Rooster evaluated the Icelolly campaign which came about after meeting at WTM and recommended VSPC should proceed. The campaign runs from 1<sup>st</sup> March to 31<sup>st</sup> March 2023. We've opted for the \$10k gold package which includes:</p> <ul style="list-style-type: none"> <li>• Microsite: A full destination content page within the Florida content site.</li> <li>• Email insert banner: 2 x full send</li> <li>• Solus TSM email: 1 x full send to include deals</li> <li>• Social PPC: Facebook targeting campaign</li> <li>• App Push: Deal promoted to the full audience</li> <li>• Homepage takeover: x 3 days</li> <li>• Deals: Publishing team to source min 2 deals to drive bookings to destination</li> </ul> <p>This does not include the incremental coverage we'll benefit from with Visit Florida</p> <p><i>Status: Campaign Live. Joint campaign with Brand USA, using Brand USA's budget. Ongoing correspondence with Brand USA &amp; Icelolly.</i></p>
Brand USA/Winter Campaign	<p>Campaign was recommended by Rooster as part of this years Brand USA marketing promotions. We feed in with recommendations to ensure that the executions and content are relevant to the UK market and will spark interest and bookings. Launching week of 16 January 2023 ends 31<sup>st</sup> March.</p> <p><i>Status: All assets have been received. Rooster will monitor the activity.</i></p>

## Consumer & Trade engagement opportunities.

Activity	Description
Thomas Cook/ WW	<p>The destination will be the solus holiday competition provider over a 6-month campaign in conjunction with WW (Weight Watches) and Thomas Cook. VSPC will provide the hotel, transfers, and a couple of attractions, Thomas Cook will cover the flights.</p> <p>The mechanics is a membership incentive, "invite a friend" scheme. The incentive will be for members to win a holiday for 2, the winner will be the member who has signed up the greatest number of friends. The campaign would run from mid-end of July, through to December, with a big comms pushes from WW throughout the period (every 2 months) as well as always on activity.</p> <p>Channels involved in each push include: CRM - 180,300 email opt-ed in members Organic social - 170K In-app push notifications &amp; tiles - all members have the app Workshops - including members that attend workshops</p> <p>At the end of the campaign a 'special price holiday to St. Pete/Clearwater' will be sent to all those that opt in to receive information from Thomas Cook.</p> <p><i>Status: Rooster is in contact with competition winner. Thomas Cook confirmed a post-campaign email will be sent out to those who entered.</i></p>

Activity	Description
<p>TTG/Visit Florida Fest (27 Feb-1 Mar)</p>	<p>VSPC took part in this yearly training opportunity which included:</p> <ul style="list-style-type: none"> <li>Darryl presented an LGBTQ+ masterclass, which was one of five masterclasses (and Q&amp;A's)               <ul style="list-style-type: none"> <li>Total views: 120</li> </ul> </li> <li>Daisy delivered a dedicated training presentation and live Q&amp;A to all agent gusetts at the afternoon agent training session (15 mins) – can be found in <a href="#">Florida hub</a>.               <ul style="list-style-type: none"> <li>Total views: 76</li> <li>Feedback: "I saw you on Florida Fest yesterday Daisy, well done, great knowledge of SPC 🙌" – Stuart, Icelolly.</li> <li>Feedback: "Thank you so much, such an informative presentation."</li> </ul> </li> </ul> <p>Inclusions:</p> <p>Dedicated partner zone to showcase your videos and up to 10 pieces of marketing collateral            Partner bio, video and preferred URLs listed on the dedicated TTG Florida Fest event website            Inclusion within a multi-channel marketing campaign shared across all TTG digital, print and social advertising channels            Masterclasses and training sessions will be hosted for 12 months (min) on the <a href="#">TTG VISIT FLORIDA Hub</a></p> <p><i>Status: Have <b>attached</b> wrap-up report to email. UK agent attendee contact information was captured and shared with Rooster.</i></p> <div data-bbox="614 996 1352 1420"> <p>A screenshot of a video call interface. It shows three participants in a grid. Top left: Darryl Siggins, a man with glasses in a light blue shirt. Top right: TIG Rachel, a man in a dark blue polo shirt. Bottom center: Daisy Hutchinson, a woman with long brown hair in a blue shirt. The background is a virtual beach scene with a lifeguard stand.</p> </div> <div data-bbox="1505 996 2275 1420"> <p>A screenshot of a video call interface. It shows a single participant, Daisy Hutchinson, a woman with long blonde hair in a white t-shirt. She is speaking. The background is a virtual beach scene with buildings and a clear sky. Text overlays include 'ttg EVENTS', 'ST. PETE CLEARWATER FLORIDA', and 'Daisy Hutchinson Visit St. Pete Clearwater'.</p> </div>

## Consumer & Trade engagement opportunities.

Activity	Description
<p>Swanson's USA Travel Show (4 March)</p>	<p>Rooster had confirmed position at event, with ongoing liaison with Anders. Rooster attended this consumer USA focused event in Sweden. While also attending an exhibitor, networking welcome dinner the night before event.</p> <p>With a great turn out of approximately 810 visitors</p> <p>Status: Please find full post event report attached.</p>



## Consumer & Trade engagement opportunities.

Activity	Description
Ocean Holidays	<p>Rooster has secured a month campaign with Ocean (Florida) Holidays. Showcasing all that VSPC has to offer as well as promoting the ease of twining the destination. The campaign includes:</p> <p>Social Media – organic posts 1,000 reach (consumer)            Ocean Florida website – offers/promotions 35,000 impressions (consumer)            Solus e-newsletter – 200,000 reach (consumer) Blog – 5,000 reach (consumer)            Social Media – Facebook 800 reach (Trade) and Email – Offer lead 600 reach (Trade)</p> <p><i>Status: Campaign is live. Awaiting for amended invoice, agent training dates have been confirmed.</i></p>
Camp Bestival, Shropshire	<p>In August (17-20), Rooster 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>All information on festival has been sent to client. Rooster are in continuous communication with Live Nation.</p> <p><i>Status: Position in festival has been confirmed, awaiting amended contract from Live Nation. Staff accommodation has been confirmed. Moving forward with all planning of event.</i></p>
Selling Travel, Trade event (17-18 April)	<p>Rooster has signed up to travel agent event in London (17<sup>th</sup> April) and Manchester (18<sup>th</sup> April). The event is for US destinations only and will consist of networking, agent speed training to ensure all participants are exposed to the VSPC and its offerings.</p> <p><i>Status: Participation confirmed. Continuing to make any necessary arrangements.</i></p>



## Consumer & Trade engagement opportunities.

Activity	Description
Group Trade Fam (14-18 June 2023)	<p>To reward and recognise our closest trade partners who keep business driving to the destination, we are hosting a group trade FAM trip for June 2023. See invited attendees below:</p> <ul style="list-style-type: none"><li>• British Airways Holidays</li><li>• Thomas Cook</li><li>• Trailfinders</li><li>• Charitable Travel (Lizzi Trimble)</li><li>• Virgin Holidays</li><li>• Swanson's Travel</li><li>• Travel Weekly, Clare Vooght (tbc)</li><li>• Rooster lead</li></ul> <p>2 nights will be spent in St. Pete at the Postcard Inn (confirmed), and 2 nights spent in Clearwater (tbc).</p> <p>Status: Continue making all arrangements for trip. Liaising with Rose &amp; various partners for Clearwater hotel stay. Emailed Marc James, British Airways to discuss discounted flights for group. To review rough trip itinerary and send to Rose.</p>

## Newsletters.

Activity	Description
Consumer database	'Book your Summer Holiday to St. Pete/Clearwater here!' Shared with a database of 15,260 with an open rate of 20.2% Forwarded tour op discount newsletter inclusion to British Airways Holidays.
Trade database	'New Hotels in St. Pete/Clearwater for 2023'. Shared with a database of 374.

Rooster.

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Coverage highlights.  
[View the CoverageBook here.](#)

Living  
MAGAZINE

Independent.ie

Beaches, brewpubs, wildlife – Florida without the theme parks

Skip the Disney experience and enjoy soft white sand, warm seas, nature reserves and some fine dining in the Sunshine State

Wanderlust®  
Taking The Road Less Travelled Since 1993

7 art galleries that are a work of art themselves  
Designed by the most innovative architects in the world, these art galleries define the cities they reside in and prove beyond doubt that a gallery can stir your soul as much as the art they house...



FLORIDA GEM

Sarah Marshall discovers the delights of Tampa, one of the most popular tourist destinations in Florida, which is famous for its beautiful beaches

Like coastal creams and talking about the weather, there are few things we Brits love more than Florida. America's Sunshine State has long lured us across the pond with the promise of sublime coastal scenery, glamorous cities and some of the best theme parks in the world.

And while it is a love affair that shows no sign of subsiding – more than 157,000 of us voted in the first three months of 2022 alone – savvy travellers are now looking beyond the theme parks of Orlando and the Art Deco delights of Miami.

Scaling the spotlight is Tampa. Located on Florida's pleasing western coast and lapped by the warm waters of Tampa Bay and the Gulf of Mexico, it is a city that delivers on history and culture, as well as adventure, relaxation and all the finer things in life. So, it is little wonder Virgin Atlantic chose it as its brand new route; its third destination

in the state (after Miami and Orlando). And the airline is pulling out all the stops for Tampa by serving the new daily service from London Heathrow with its new state-of-the-art aircraft the Airbus A350-900.

The first flight was celebrated in typical Virgin style with the sight of Sir Richard Branson tipping across Tampa Bay on a jet ski, served by members of the cabin crew.

Once back on terra firma, the Virgin boss said: "Tampa Bay has it all: a year-round warm climate, vibrant nightlife, endless attractions and some of the world's best beaches."

And that is just the start of it...

an incredible rainforest escape space. Beyond the ferns and foliage, there are 172 country and chic rooms, a dark and decadent nightclub, and a rooftop pool that would give even the swankiest hotel in Miami a run for its money.

Also offering a stylish place to bed down is the modern Hotel Havana (doubles from £160; hotelhava.com), decorated with one-off pieces by local artists and home to a Cuban-inspired café that serves the best coffee in town.

2. Contemporary cuisine  
Tampa's emerging culinary scene has something for all taste buds and budgets. One of the most exciting eateries is Naked Farmer (nakedfarmer.com), a farm-to-table restaurant serving seasonal, uncomplicated and contemporary cuisine, with produce from farms around Tampa. A recent hit with local foodies was the fall harvest bowl, consisting of roasted sweet potatoes, carrot and squash with a spicy vegan ranch dressing.

If you want something a little more rustic



The soft, white sand of St Petersburg and Clearwater beaches. Picture courtesy of VisitStPeteClearwater.com

Édaein O'Connell

March 26 2023 02:30 AM



I had plenty of misconceptions about Florida. Whenever I thought of the Sunshine State, Mickey Mouse ears and beaches filled with tanned retirees instantly came to mind.

5. Salvador Dali Museum, USA



The Enigma (Dreamstime)

As befitting the home of the largest collection of Salvador Dali's work outside of Europe, the Salvador Dali Museum in St Petersburg, Florida is at once stunning, controversial and absurd. Built downtown on the waterfront, next to the Mahaffey Theater, it required the demolition of the much-loved Bayfront Center.

The building features large glass entryway and skylight called 'The Enigma'. Brutally beautifully, it is made of 1.5 inch thick glass to withstand hurricanes. The museum's collection includes 96 oil paintings, over 100 watercolors and drawings, 1,300 graphics, photographs, sculptures and objets d'art, as well as seven of the 18 "masterwork" paintings by Dali, the most of any gallery in the world.

# Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
03.01.23	Wiltshire Living	21,000	Florida Gem (PDF)
03.01.23	Oxfordshire Living	21,000	Florida Gem (PDF)
03.02.23	Wanderlust Chloe	55,000	<a href="#">17 Cool and Unique Hotels in Florida</a>
03.03.23	Mid Wales Journal	2,814	Leaving theme parks behind for fun at top Floridian beach (PDF)
03.03.23	South Shropshire Journal	6,564	Leaving theme parks behind for fun at top Floridian beach (PDF)
03.11.23	The Sun	1,611,464	The Tampa Bay City Rollers (PDF)
03.12.23	Daily Star on Sunday	88,434	Deals of the Week (PDF)

# Monthly coverage.

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Date	Publication	Reach (MUU/circ)	Headline / link
03.12.23	Sunday Mirror	208,794	Deals of the Week (PDF)
03.12.23	Sunday Express	153,377	Deals of the Week (PDF)
03.12.23	Sunday Mirror (Ireland)	14,699	Deals of the Week (PDF)
03.16.23	Twin Perspectives	15,200	<a href="#">13 Fun Things to do in St. Pete, Florida (2023)</a>
03.18.23	The Sun (Ireland)	47,301	The Tampa Bay City Rollers (PDF)
03.28.23	Independent Ireland	15,300,00	<a href="#">Beaches, brewpubs, wildlife - Florida without the theme parks</a>
03.30.23	Wanderlust	567,000	<a href="#">7 art galleries that are a work of art themselves</a>

## 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 including, <b>Wanderlust, The Independent, Daily Mirror, Daily Express, The Sun</b> and various freelancers.</p> <p>Rooster had one media meeting: Sam Bradley (<b>Freelance</b>).</p> <p>Rooster attended <b>IMM UK</b> media networking event (13-14-Mar) attended by top travel editors and freelancers.</p> <p>Rooster liaised with travel trade feature writers on current and upcoming features.</p> <p><i>Status: Ongoing.</i></p>
Press release: New & Now in SPC	<p>Rooster drafted and shared latest New &amp; Now with media at IMM UK and in follow-up.</p> <p><i>Status: Ongoing.</i></p>
Press release: Festivals in SPC	<p>Rooster researched and drafted next release on Festivals in SPC. Release to be shared for approval in April.</p> <p><i>Status: Ongoing</i></p>

## Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continues press trip outreach and liaison, for both individual and group trips.</p> <p><i>Status: Ongoing.</i></p>
Group press trip: May 2023	<p>Rooster secured partner hotels and began inviting media for group press trip in May.</p> <p><i>Status: Ongoing – 4 media confirmed, awaiting confirmation on final attendee. Rooster to book flights in April.</i></p>
Press trip: Metro & Irish Sunday Independent	<p>Rooster liaised with Edaein O’Connell from <b>Metro.co.uk</b> and <b>Irish Sunday Independent</b> following press trip in September.</p> <p><i>Status: Complete – all coverage now secured.</i></p>
Press trip: Pollitt Family	<p>Rooster liaised with Victoria Pollitt from <b>Family Holiday Guide</b> and <b>Express &amp; Star</b> following press trip in October.</p> <p><i>Status: Complete – all coverage now secured.</i></p>

## Media and influencer trips.

Activity	Description
Press trip: Boutique Adventurer	<p>Rooster liaised with Amanda O’Brien on trip in May around IPW (in collaboration with Visit Tampa Bay). Flights have been booked.</p> <p><i>Status: Ongoing – itinerary to be drafted.</i></p>
Influencer trip: Money Mum	<p>Rooster liaised with Visit Florida team and Gemma Bird on trip in May, in collaboration with icelolly.com campaign.</p> <p><i>Status: Ongoing – hotel choice to be confirmed and booked.</i></p>
Influencer trip: Reena Simon	<p>Rooster had a call with influencer Reena Simon on possible visit in October 2023. Conversations ongoing with Visit Florida team.</p> <p><i>Status: Ongoing – awaiting next steps from Visit Florida team.</i></p>
Virgin Atlantic trip	<p>Rooster continued to liaise with attendees on any outstanding coverage.</p>



# Rooster.

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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