



**ST.PETE
CLEARWATER, FL**

Monthly Report.

August 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 as well as directly with Jason as required.
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	This month's call was postponed, as requested by Brand USA.
FY 24-25 Planning	Rooster continued to populate and tweak the plan ready to deliver in September.

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Holidays September Campaign	<p>Rooster and VisitSPC confirmed attendance in the Virgin Atlantic Holidays September campaign, predominantly focused on paid social advertising.</p> <p>Rooster and VisitSPC recently conducted an in-destination content shoot focusing on a suggested a list of top areas and attractions, with the content captured to be used for the upcoming September campaign and beyond.</p> <p>Status: Campaign live. Assets signed off with activity due to run until the end of September. Interim results to be shared during the month of September.</p>
Rugby League Sponsorship (2024-2025)	<p>Rooster and VisitSPC confirmed 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: Partnership live and ongoing. Rooster launched the activity with LED banners live at televised games, web banners on the Rugby League homepage as well as radio ads. Updated imagery and radio snippets to be shared once received; chased in August.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Barrhead Travel	<p>Rooster participated in a Florida campaign using the Brand USA LOA. The main activity ran from May until 7 July and included a landing page refresh, email, social, digital, in-store, DM, SMS and press activity as well as agent training.</p> <p>Status: Campaign completed. 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 was communicated to incentivise sales to the destination. Report with all completed activity to follow in September with incentive communication.</p>
Thomas Cook	<p>Rooster have been working on 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: Rooster have been liaising with Thomas Cook to approve campaign assets ahead of the two-month campaign launch, which will be financed through the Brand USA LOA. Awaiting final assets to approve. To launch in early-September.</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. Their new trade website has recently launched 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: Final trade hub shared and approved by Rooster. The activity will officially be live until July 2025 under the agreement with the option to extend further. Solus email to be sent in September.</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. The campaign has now ended with a full campaign report due in September along with the invoice which will be sent to Katie, to be paid using BVK funds.</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 assets, information and planning an 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. Brian's schedule has been sent, waiting for appointments to go live. Updates will continue as we get closer to the event.</p>
Brand USA Travel Week Trade & Media Event (22 nd October)	<p>Rooster began compiling research on venues suitable for a trade and media event during Brand USA Travel Week UK & Europe. This event will showcase the destination, amplify our key selling points, and drive a closer relationship with both the trade and media. Rooster discussed central European targets to be invited with Axel from Kaus. A photographer will capture the event and provide images to use after the event.</p> <p>Status: Venue and costs approved by VisitSPC. Rooster sent out invites to key media and trade partners from UK/Ireland and Scandinavia whilst also liaising with Axel regarding inviting contacts across central Europe. Final numbers and attendees will be confirmed in early October. Rooster plan to make a second visit to the venue in September.</p>

Monthly Activity.

Trainings, meeting and events.

Activity	Description
Dunedin Chamber of Commerce Scotland Visit (August)	<p>Following confirmation of the formal visit from the Dunedin Chamber of Commerce to Stirling, Scotland (ahead of attendance at the World Pipe Band Championship, Rooster has been working alongside Visit St. Pete-Clearwater and Barrhead Travel to arrange a store visit for the chamber and delegation from Dunedin. A Rooster representative was in attendance to ensure the visit went smoothly, and to capture imagery of the delegation meeting staff in-store. Rooster also arranged a photographer for the Provost office visit.</p> <p>Status: Trip complete, with Rooster team member in attendance. Collateral successfully delivered ahead of schedule and returned following. Images shared from the Dunedin delegations Provost and store visit.</p>
Kuoni	<p>Kuoni is a leading 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: Campaign signed off by VisitSPC, Rooster to liaise with Kuoni on the campaign briefing and asset approval process. Virtual training complete, Rooster to attend in-person destination training session on 17 September.</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 between August through to October.</p> <p>Status: In progress. Rooster worked with the Hays and Brand USA teams to sign off all creatives ahead of the campaign launch. Virtual training to be conducted in September.</p>
USAirtours (B2B) & Travelplanners (B2C)	<p>Rooster have been working on a campaign where St. Pete-Clearwater features as a destination of the month for August across a key B2B and B2C operator. The campaign includes 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: Confirmed and live. Rooster approved content and assets for the campaign with approval given by Brand USA. Agent training completed in August with 54 agents in attendance.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Visit St. Pete-Clearwater UK Roadshow (March 2025)	<p>Rooster are looking to arrange a sales mission roadshow for Visit St. Pete-Clearwater and in-destination partners in March 2025. This three-day sales mission, with stops in London, Birmingham and Manchester, aims to promote a closer relationship between destination partners and UK agents who will be selling the destination. These three locations have been selected due to their strength of agent presence.</p> <p>Each evening event will consist of speed training sessions, where agents complete training with each invited partner. This allows each destination partner to promote effectively to the UK travel trade.</p> <p>Following the completion of agent training sessions, each evening will progress with an informal networking event, to allow a more relaxed atmosphere for destination partners to mix with the agent base of each location.</p> <p>Status: Roadshow proposal to be shared with VisitSPC in September.</p>

Monthly Activity.

Newsletters

Activity	Description
Consumer database	'Sunshine Bliss in the Sunshine City'. Distributed to a database of 30,872 with an open rate of 23.7%.
Trade database	'Sunshine Bliss in the Sunshine City'. Distributed to a database of 1,110 with an open rate of 31.0%

Coverage Highlights

Click for [2024 CoverageBook](#).

Mirror

ONTO A CLEAR WINNER

DOLPHINS, DALI, THE BEST BEACH AND ENDLESS SUN... THIS FLORIDA GEM HAS IT ALL, SAYS **TANVEER MANN**

WITH sugar-white shores, fiery sunsets and a Caribbean-like climate, St Pete/Clearwater is a top drink-in-hand, toes-in-the-sand destination.

Sitting on a sun-drenched peninsula between Tampa and the Gulf of Mexico, for decades travellers have been drawn to its 35-mile stretch of award-winning beaches, dreamy boardwalks, cool sun-downer bars and a very competitive game of skill and strategy... shuffleboard.

The star of the show, Clearwater Beach, has repeatedly been crowned the best in America.

With its impeccable good looks and seriously cool vibes, it really does have everything.

As I step into the warm glass-like waters for the first time, a school of fish pass my feet and I can see every little detail on their backs. Clearwater really does live up to its name.

Getting out onto the water is equally thrilling, as I discover on a dolphin-watching trip, which sets off from Clearwater Beach marina.

The tour begins with a disclaimer - there is no guarantee that we will see dolphins but you get your next

trip here if you don't. After some time on the boat and no dolphins in sight, I thought I'd be re-booking for another attempt, but out of nowhere, our boat is suddenly graced with the most incredible display. One after the other, bottlenose dolphins emerge from the sea as the captain creates a wake with our boat - a truly magical holiday experience.

Kayaking is another exhilarating way to experience the waters here, especially when you can see all the way through your kayak into the ocean. Sea Glass Kayaking provides the transparent vessels and expert guides which are full of insight to make your trip even more memorable.

If kayaking isn't your thing, a short drive away is Fort de Soto park where you can join an e-bike beach tour. The 1,136-acre county park covers five islands with ideal terrain for bikes, plus you can make a stop-off at the Spanish-American War-era fort.

After a full day of activity, I take a stroll on vibrant Pier 60, the central hub of Clearwater which comes alive as the sun goes down.

Every evening, local business owners set up shop on the pier, selling everything from henna tattoos to upmarket jewellery, while street performers such as contortionists and fire-eaters entertain the crowds. Being there at sunset to soak up the atmosphere is a bucket-list moment.

The Clearwater 'strip' is home to some fantastic cuisine. Bob Heilman's Beachcomber is a family-run restaurant that has been feeding locals since 1920.

The incredible Clams Casino, baked with fresh red, green and yellow sweet peppers, butter, garlic, shallots and bacon is addictive, and the baked Alaska is the biggest I have ever seen!

Frenchy's Rockaway Grill is a quirky spot for casual dining directly on the beach - try their fantastic Grouper burger - while Crabby's Bar and Grill has a great breakfast vibe.

Who knew sweet beignets - deep fried, sugar-dusted square pastries - could taste so good at breakfast

Perless Sunett over Clearwater Beach pier



Time capsule US hotels and motels you'll love

30 amazing things to see, eat, drink and do on Florida's west coast

Mirror



Affectionately known as the "Pink Palace," the Don opened its doors in 1928 (Image: Portia Jones)

NEWS	POLITICS	FOOTBALL
CELEBS	TV	SHOPPING

'I stayed at Florida's famous pink palace hotel loved by film stars - I couldn't believe it'

I Stayed at Florida's Famous Pink Palace and It Was Pure Magic



Exploring Dunedin and Clearwater, Florida

17th August

LEISURE LIFESTYLE TRAVEL



Dunedin in Florida@Visit St.Pete and Clearwater (Image: Let's Shine)

Rooster.

Fiscal Year to Date Results.

Click for [CoverageBook](#).

92

Pieces of Coverage

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

321M

Audience

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

3.01M

Offline Audience

Combined total number of people for Print/TV/Radio

210

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

1.19M

Estimated Views

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

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
08.02.24	Consumer	LoveExploring	30 amazing things to see, eat, drink and do on Florida's west coast	335,000
08.04.24	National	Sunday Mirror	It's a Clear Winner	208,000
08.04.24	National	Sunday Express	It's a Clear Winner	137,000
08.04.24	National	Mirror Online	'I went to America's best beach which has near endless sun and dolphins'	30,200,000
08.04.24	National	Daily Star on Sunday	It's a Clear Winner	76,900
08.04.24	National	Sunday Mirror Ulster	It's a Clear Winner	37,300
08.16.24	Consumer	LoveExploring	Time capsule US hotels and motels you'll love	330,000
08.19.24	National	The Herald	The Tartan Town A visit to Dunedin in Florida's Gulf Coast will make you feel at home	1,310,000

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
08.19.24	National	The Herald (Print)	The Tartan Town A visit to Dunedin in Florida's Gulf Coast will make you feel at home	11,364
08.22.24	Consumer	LoveExploring	Florida's 50 best attractions, ranked	335,000
08.04.24	Regional	Bristol Post	It's a Clear Winner	6,330
08.28.24	Regional	Evening Gazette (Teesside)	Onto a clear winner	27,100
08.28.24	Regional	Derby Telegraph	Onto a clear winner	9,010
08.28.24	Regional	Cambridge News	Onto a clear winner	3,530
08.28.24	Regional	The Huddersfield Daily Examiner	Onto a clear winner	4,310
08.28.24	Regional	Burton Mail	Onto a clear winner	3,390

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
08.28.24	Regional	Grimsby Telegraph	Onto a clear winner	7,750
08.28.24	Regional	Macclesfield Express	Onto a clear winner	3,610
08.28.24	Regional	Manchester Evening News	Onto a clear winner	11,700
08.28.24	Regional	Newcastle Evening Chronicles	Onto a clear winner	9,950
08.28.24	Regional	Leicester Mercury	Onto a clear winner	7,970
08.28.24	Regional	Irvine Herald	Onto a clear winner	892
08.28.24	Regional	Newcastle Journal	Onto a clear winner	10,800
08.28.24	Regional	Nottingham Post	Onto a clear winner	6,490

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
08.28.24	Regional	Coventry Telegraph	Onto a clear winner	3,680
08.28.24	Regional	The Sentinel	Onto a clear winner	28,900
08.28.24	Regional	The Herald (Plymouth)	Onto a clear winner	7,230
08.28.24	Regional	Hull Daily Mail	Onto a clear winner	8,390
08.28.24	Regional	South Wales Evening Post	Onto a clear winner	7,220
08.28.24	Regional	Western Mail	Onto a clear winner	17,100
08.29.24	Regional	Surrey Advertiser	Onto a clear winner	4,190
08.29.24	Regional	Paisley Daily Express	Onto a clear winner	1,890
08.31.24	Regional	Western Morning News	Onto a clear winner	8,780

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
08.31.24	Regional	Western Daily Press	Onto a clear winner	7,640
08.31.24	Regional	Rochdale Observer	Onto a clear winner	1,640

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>
Pitch: SHINE Mural Festival 10-Year Anniversary	<p>Rooster drafted and pitched news around the 10-year anniversary of SHINE Mural Festival in St. Pete, ahead of its scheduled dates in October 2024. Rooster requested more information on artists involved from VisitSPC to gauge local connections to the UK, Ireland and Scandinavia.</p> <p>Rooster researched and pitched to niche arts and lifestyle publications that would be best suited to an individual FAM during SHINE Mural Festival.</p> <ul style="list-style-type: none">• Sofia de la Cruz, Wallpaper*• Lee Taylor, FLUX Magazine <p>Status: Ongoing; press trip invites to be continued in September.</p>
Comms re Visit Florida removal of LGBTQ+ pages	<p>Rooster discussed with client and liaised with Gosh PR regarding Visit Florida stance.</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>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. Coverage received from Sunday World, LoveExploring and Reach PLC. Pending coverage from The Sun.</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 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, coverage received. Expenses submitted per feedback from the VisitSPC finance team.</p>
Press trip: The Scottish Sun	<p>Rooster liaised with Jack Aitchison from The Scottish Sun on a family focused press trip. Rooster finalised hotel and care hire bookings, and a full itinerary prior to his departure in August.</p> <p>Status: Press trip complete, awaiting coverage. Rooster to obtain all receipts and process reimbursables with VisitSPC finance team.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Press trip + podcast: Family Traveller	<p>Rooster has secured a press trip for a Family Traveller journalist in Sept/Oct 2024, who will produce a destination feature for the UK print issue (March 2025) and online UK and Canada editions.</p> <p>Rooster is also continuing with promotional activity by combining this with a paid (Brand USA funds) collaboration to create a podcast episode on the Family Traveller podcast.</p> <p>Status: Confirmed by client and Brand USA. Press trip timings discussed, flights and itinerary to be finalised in September.</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

+44 (0)20 3440 8930

www.rooster.co.uk

[@RoosterPR](https://www.instagram.com/RoosterPR)

London: The Ministry, 79-81 Borough Road, SE1 1DN

Bristol: Origin Workspace, 40 Berkeley Square, BS8 1HP

