

2024 Department Highlights



ST.PETE
CLEARWATER, FL
[VisitSPC.com](https://www.visitSPC.com)



By the Numbers

- **Advertising:**

- 3.3 billion media impressions across all platforms (including significant bonus/added value negotiated)

- **Social media:** 5.7 million engagements

- **Earned Media:**

- Nearly \$66 million in earned media value across the globe
- Nearly 700 stories carried across the globe
- Hosted 40 journalists and content creators from key markets:
 - NYC, Miami, Washington DC, Germany, Canada, Texas, Boston, Toronto, Philadelphia, London, Ireland, Scotland, Mexico City, Bradenton, Los Angeles; and LGBTQ focused
- Met with more than 150 journalists at various media events throughout the year in key markets (NYC, London, Munich, Berlin, Amsterdam, Los Angeles, San Francisco and Toronto)

WWE Royal Rumble

Largest ever event at Tropicana Field



Conducted Press Conference to Preview Event at TradeWinds with accompanying content shoot with Superstars Natalia and Omos



**1.6 MILLION CROSS-PLATFORM
SOCIAL IMPRESSIONS**

**1.1 MILLION SOCIAL MEDIA
ACCOUNTS REACHED**

**OVER 100k CROSS-PLATFORM
SOCIAL ENGAGEMENTS**

4,226 entries into
national sweepstakes
promotion



Solar Eclipse Activation

- Over 104,062,292 impressions spanning activations, social, PR and out of home media.
- 50,000+ attendees at the Indianapolis Motor Speedway Total Solar Eclipse event
- 856,958 social media impressions
- 2,411,999 OOH digital paid media impressions
- 2,500 swag dispersed at the Sugar Sands Festival
- 7 earned media placements highlighting Sugar Sands, yielding 100,740,727 impressions and \$369,180.68 in ad value.



Before

OUR VERSION OF
A SOLAR ECLIPSE.



During

HERE, THE SUN IS
ALWAYS SHINING.
EVEN TODAY.



After

MAKE UP FOR YOUR
LOST SUNSHINE.



How We Shine Advertorials

- Custom-designed content advertorials:
 - Minneapolis-St. Paul Magazine
 - Atlanta Magazine
 - Chicago Magazine
- Publication interviewed locals for authentic content
- Content spanned beaches, events, dining, performing arts, glass art, boating, fishing, and more.

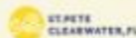


**Mpls
St Paul**

Atlanta

CHICAGO

HOW WE SHINE.



St. Pete Clearwater is home to beautiful beaches and beautiful weather, making it a perfect place to enjoy nature. Whether you're looking for a quiet spot to relax or a place to enjoy the water, St. Pete Clearwater has it all. From the historic downtown to the beautiful beaches, there's something for everyone. So grab your sunscreen and enjoy the view.



Fort De Soto Park

Snorkeling, Egmont Key



Hubbard's Marina, John's Pass Village

It's actually considered the greatest capital city in the world. It's a beautiful city with a rich history. The city is known for its beautiful beaches and its vibrant culture. The city is a great place to visit for anyone who loves the outdoors. The city is a great place to visit for anyone who loves the outdoors.

Let's Shine - explore more outdoor adventures at VisitSPC.com

"FAMILIES HAVE BEEN COMING DOWN AND FISHING WITH US FOR GENERATIONS"

CAPT. DYLAN HUBBARD
HUBBARD'S MARINA

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Pier 60, Clearwater Beach

St. Pete Pier

St. Pete Beach

Dunedin

Sunset Beach

Let's Shine - plan your winter escape at VisitPeteClearwater.com

ST. PETE CLEARWATER



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ST. PETE CLEARWATER



The Dali Museum

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Duncan McClellan Gallery

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"UNIQUE ART GIVES THIS WHOLE OTHER LAYER TO THE VISITOR EXPERIENCE."

DUNCAN MCCLELLAN
OWENS, DUNCAN MCCLELLAN GALLERY



Woodwright Brewing Company, Dunedin, FL

HOW WE SHINE.



A Destination for World Class Dining and Drinks

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Fresh and Local

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Beaches and Breweries

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Welcomed by Locals

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YOUR NEXT CULINARY ADVENTURE

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Let's Shine - plan your next culinary adventure at VisitPeteClearwater.com



Palm Pavilion Beachside Grill & Bar

Custom Content Episodes

- 18 Holes, hosted by LPGA star Natalie Gulbis and PGA player Jimmy Hanlin
 - The Bayou Club and The Pelican
 - Each episode airs 500+ times across Bally Sports RSNs
- Let's Take it Outside, with Misty Wells
 - Season 5, Two episodes: "High Adrenaline" & "Boatcation"
 - Aired on Discovery Channel, Discovery GO, Waypoint TV, Wild TV (Canada) and more
 - Won Telly Award
- Outdoor Eats, a Heliconia Production
 - Nationwide distribution on PBS in 2025
 - To date, this episode has aired 65 times reaching 2.56 million people leading to a media value of \$255,760.



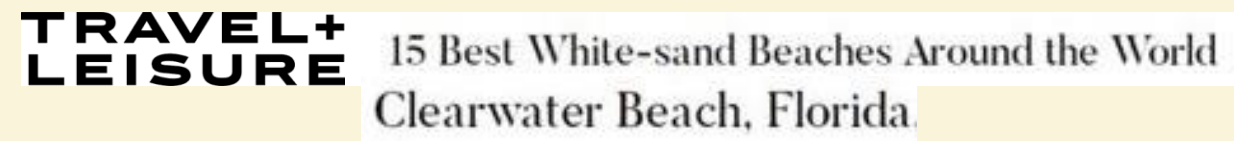
Significant Earned Media Placements

- Stories in:

Garden & Gun
Southern Living
Travel + Leisure
Globe and Mail (TOR)

Toronto Sun
Scottish Sun
Scottish Herald
The Sun (London)

- Generated a bachelorette party trend for the destination with a feature on **The Knot** that was then written about in additional publications
- Received mention on **Good Morning America**



July 27 - 727 Day

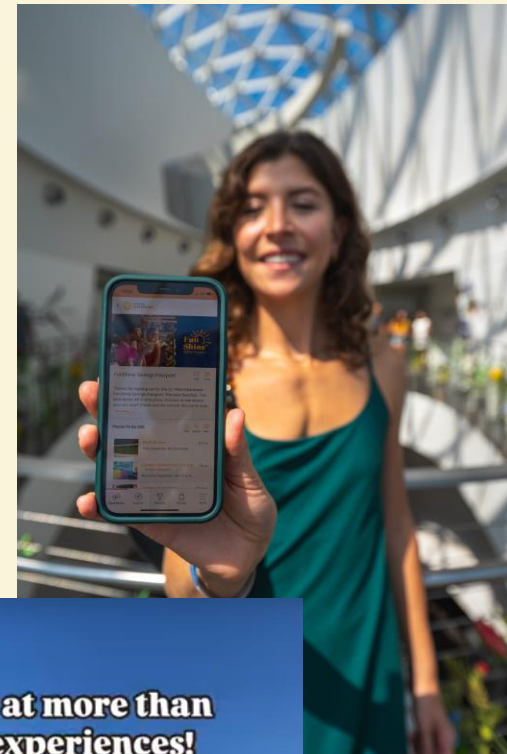
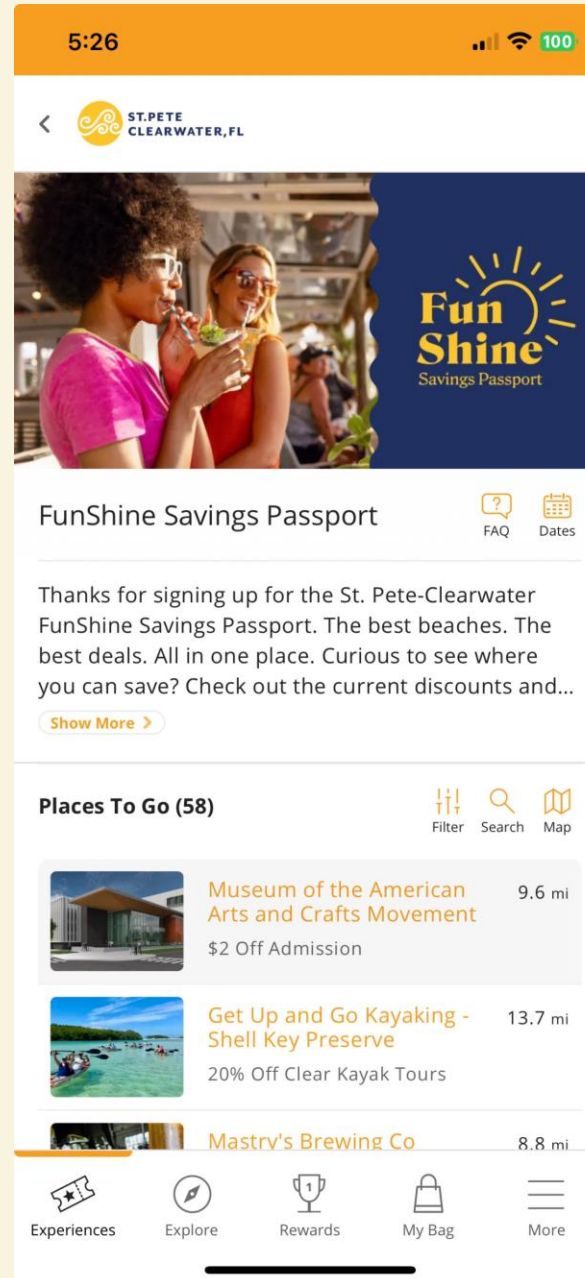
“From Visitors With Love”

- 100+ deals throughout county
- 193,645 social media accounts reached
- **Cross-County Activation**
 - From Tarpon Springs to St Pete
 - 2,000 t-shirts and 3,393 collateral items distributed
- **Rays vs Reds**
 - 1,679 Rays Tickets Distributed
 - 23,464 Rays Game Attendees (second highest attendance this season behind home opener)
- **Local Media Coverage**
 - More than 18.7M Impressions Local Earned Media Coverage
 - WFTS , WTSP, WFTS – TV, WFLA - AM Radio, WFLA (News Channel 8), BayNews9, Tampa Bay Times, Axios, I Love The Burg



FunShine Savings Passport

- Web App offering visitors discounts throughout the county.
- Built on the Bandwango platform (same as Gulp Coast passport)
- Free to users and free to participating businesses
- 58 discounts currently available
- Launched Labor Day, and to date 1,682 passes have been requested (60% instate, 40% out of state), with 112 redemptions



Fall Colors

- Launched mid-July in key drive & fly markets, including NYC
- Media: Digital, Television, Radio, Billboards, NYC OOH (Trains, Subway)
- Specific creative to influence fall/winter visitation
 - Contrast St. Pete-Clearwater to the more typical Fall destinations.
 - In St. Pete-Clearwater, enjoy incredible colors AND warm weather along America's Best Beaches
 - Showcase the different parts of the destination and change the perception of what going in search of fall colors means



Greater Tampa Bay

- Launched first week of August
- Dedicated creative and landing page (BeachesOfTampaBay.com)
- Television/Radio, Gas Station TV
- Digital Billboards, Tampa Premium Outlets
- Online Native Articles

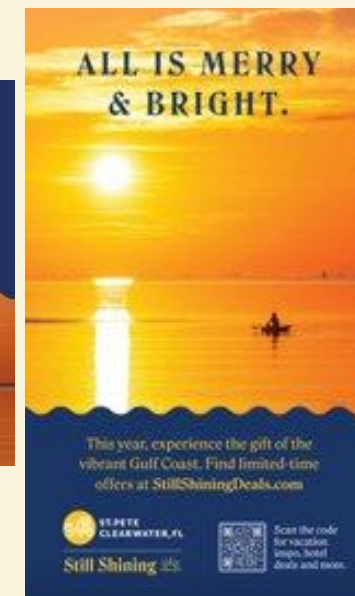


Still Shining

- Multi-faceted approach to share the message.
- Reworked TV spot for national and in Canada.
- Used remaining 2024 advertising inventory in the Greater Tampa Bay area to put the focus on partners - hotels, attractions, restaurants and local businesses.
- Highlighting special hotel rates and deals at **StillShiningDeals.com**.
- Still Shining Stories featuring local businesses for social platform.
- Developed as a community-wide message it has been embraced across the destination.

Still Shining: A New Exhibition at the Arts Annual Hurricane Relief Fundraiser

Posted on November 7, 2024 by Creative Pinellas





Awards Recognition

Flagler Awards

- *"Like a Local" Influencer Marketing Campaign*
 - Bronze – Social Media Marketing
- *Gulf to Bay Destination Magazine (2023-24, Issue No. 11)*
 - Silver, Resource/Promotional Material-Consumer

HSMAI Adrian Awards

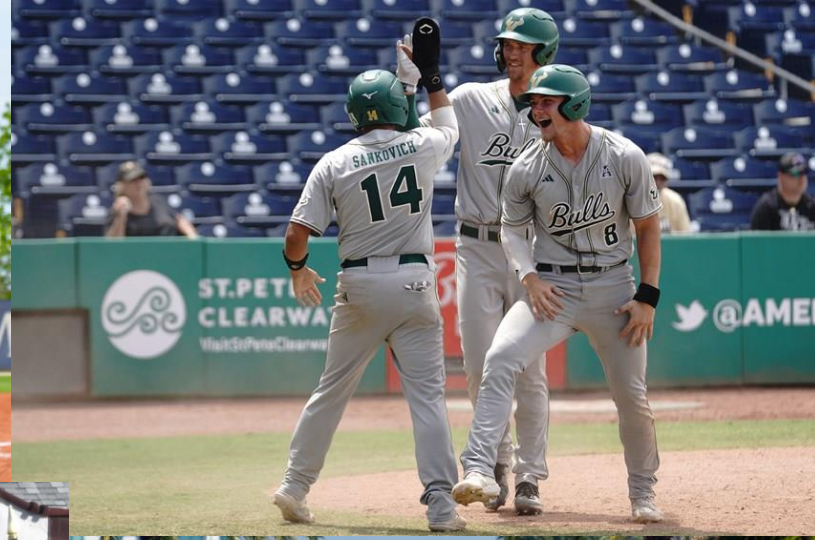
- *Celebrating 100 Years of Shuffleboard*
 - Silver – Best of Category, Media Event
- *Gulf to Bay Destination Magazine*
 - Bronze – Best of Category, Print Collateral
- *From Visitors With Love/727 Day*
 - Bronze – Best of Category, Integrated Campaign
- *Search Marketing Strategy*
 - Bronze – Digital

Sports Recap FY24

Hosted **132** events:

- **181,680** overnight visitors
- **\$111,349,903** in direct economic impact
- **177,098** room nights





LATAM Recap FY24

- **35** trainings for **3,164** professionals
- **22** FAMs for **77** professionals
- **16** Co-op Programs
- **6,349** direct room nights
- **Aeromexico Sales Mission**
- **2024 Digital Brochure**





Leisure Travel Recap FY24

- 39 Sales Opportunities
- 5862 Direct Engagements with Travel Trade/Tour Operators
- 7 FAM Visits – 36 Participants
- 10,312 Room Nights from Canadian Co-ops





Meetings and Conferences Recap FY24

Hosted **350** Meetings:

42,365 attendees

149,594 total room nights

\$84,189,931 economic impact





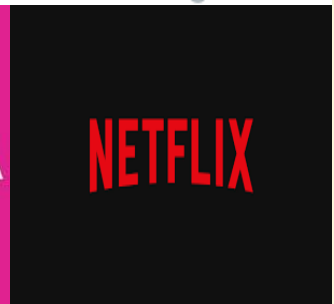
Film Recap FY24

144 Permitted Projects:

- **389** shoot days
- **1,874** local hires
- **4,224** room nights
- **\$8,046,000** local spend



Shriners
Children's™





Activations Recap FY24

- **82 Events Executed**
 - 41 Local Events
 - 33 Support
 - 8 Out-of-Market
- **Over 900k Consumers Engaged**
- **Over 10k Database Entries**
- **11 Partners joined VisitSPC at 19 Events**
- **New Asset: Concert Stage**



Activations Recap FY24

- 8 Out-of-Market Events
 - Indianapolis
 - Miami
 - Philadelphia
 - Toronto
 - New York City
 - Cincinnati
 - Orlando (x2)



Activations Recap FY24

- **Internship Program**
 - Fall, Spring, Summer
 - 12 weeks, 20-30 hours / week
 - Focus: Activations, Film & Sports
 - Exposure to all Departments
- **Brand Ambassador Program**
 - 64 Active Ambassadors
 - 712 Volunteer Hours valued at \$23,844
- **Recruitment:** USFSP, St. Pete College, Eckerd College, UT



Looking Ahead 25'

- **College Course** being developed with St. Pete College
- **Sustainable Tourism Plan** develop in coordination with community leaders.
- **Measurement Technology** and new tracking to be installed in our destination visitor centers.
- **AI and Drone Measurement** to assist our Event Program.
- **\$3M** for Events in Pinellas County
- And so much more to come.....



Community Recap FY24

- **All New Partner Workshops and Trainings**
- **Brand New Transparent Chamber Funding Formula Developed** distributing **\$600k** to our 13 chambers.
- **From Visitors with Love Campaign and Still Shining Campaign** brought to both residents and our tourism community!

