

A vertical strip on the left side of the image shows a person standing on a surfboard, silhouetted against a bright sunset sky. The person is holding a surfboard and appears to be riding a wave. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The water is dark with white foam from the wave.

Marketing Update: Dec 24



ST.PETE
CLEARWATER, FL
VisitSPC.com



Time to Pivot

- “Still Shining” launched in October.
 - Successfully showcased the resilience of the destination and community
- 2025. New year. New campaign. New message.
- St.Pete-Clearwater is a destination that combines amazing beaches great weather AND gourmet dining, world class arts, sports, events, incredible natural beauty etc.
- Creative being finalized January launch.
- Robust media plan in place.



Goal

- Increase overnight visitation and visitor spending, especially during need periods

Insight

- People love the idea going to a beach, for many it's synonymous with vacation
 - 3 out of 4 people say “beach destination” is the next vacation they are most interested in taking *
 - Q1 24 Interest in a beach vacation is up 7 points vs Q1 23 **
- People are enjoying other activities when they visit St.Pete-Clearwater
 - More people visited a museum, attended an event or an did an outdoor-recreation activity during their trip in FY24 than previous years.***

Objective

- America's favorite beaches are much more than sand and sea.

Strategy

- Demonstrate that a vacation in St.Pete-Clearwater means incredible beaches, warm weather AND...

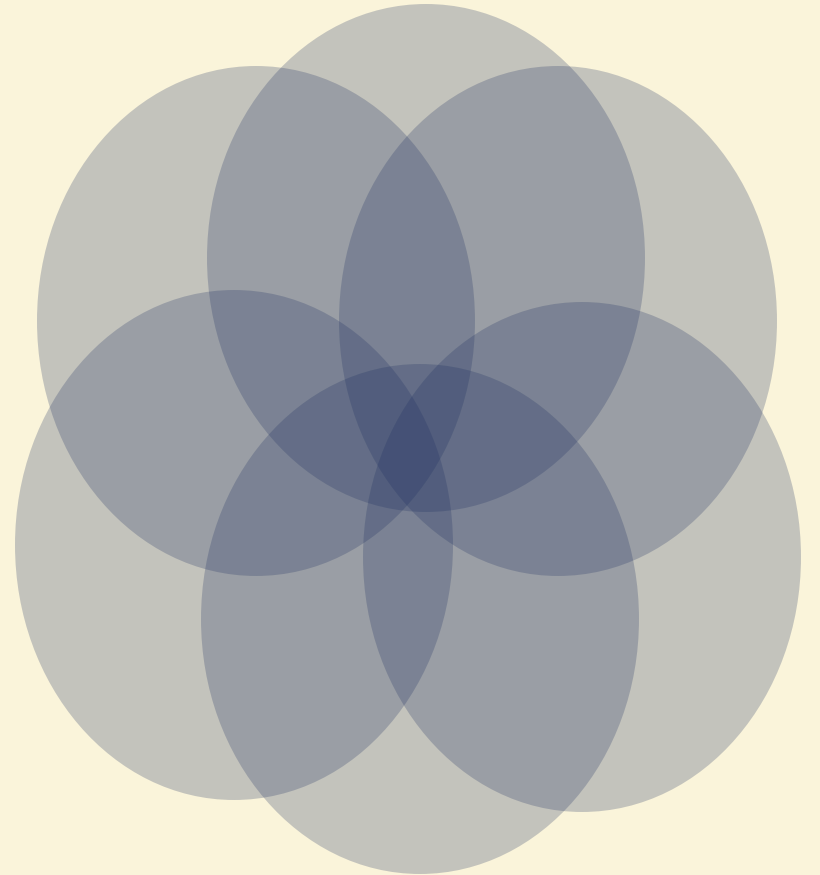


Tactics

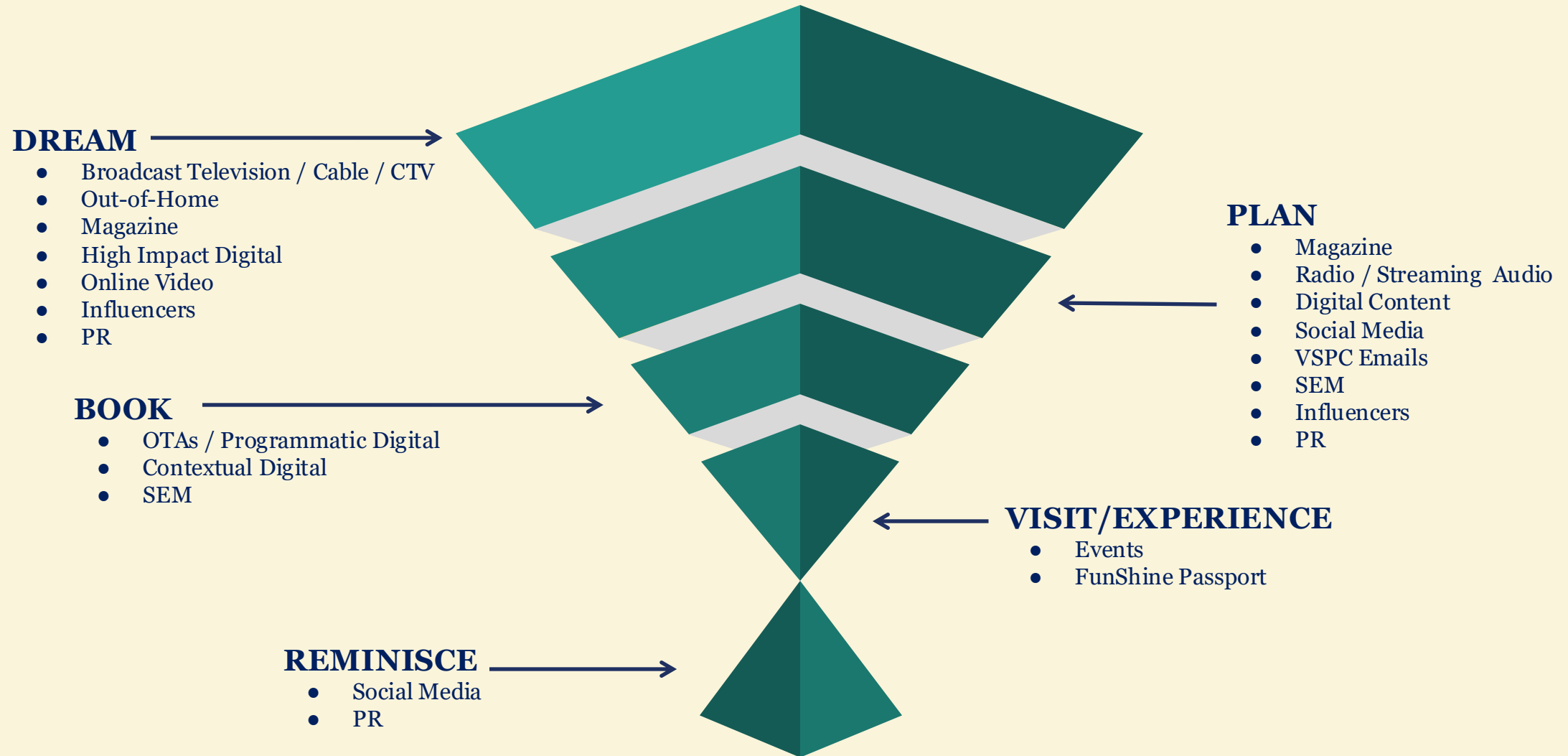
- Focus on leisure travel and be strategic in reaching B2B audience
- Relevant creative and placements in core fly, drive and international markets
- Expand reach through activations and sponsorships
- Continue with targeted messaging to capitalize on growth in Greater Tampa Bay
- Leverage in-market events to increase destination awareness nationally and internationally
 - St. Pete Grand Prix, Valspar PGA
- Differentiate SPC through bold and creative ideas and design.
 - Unique media opportunities

Audience

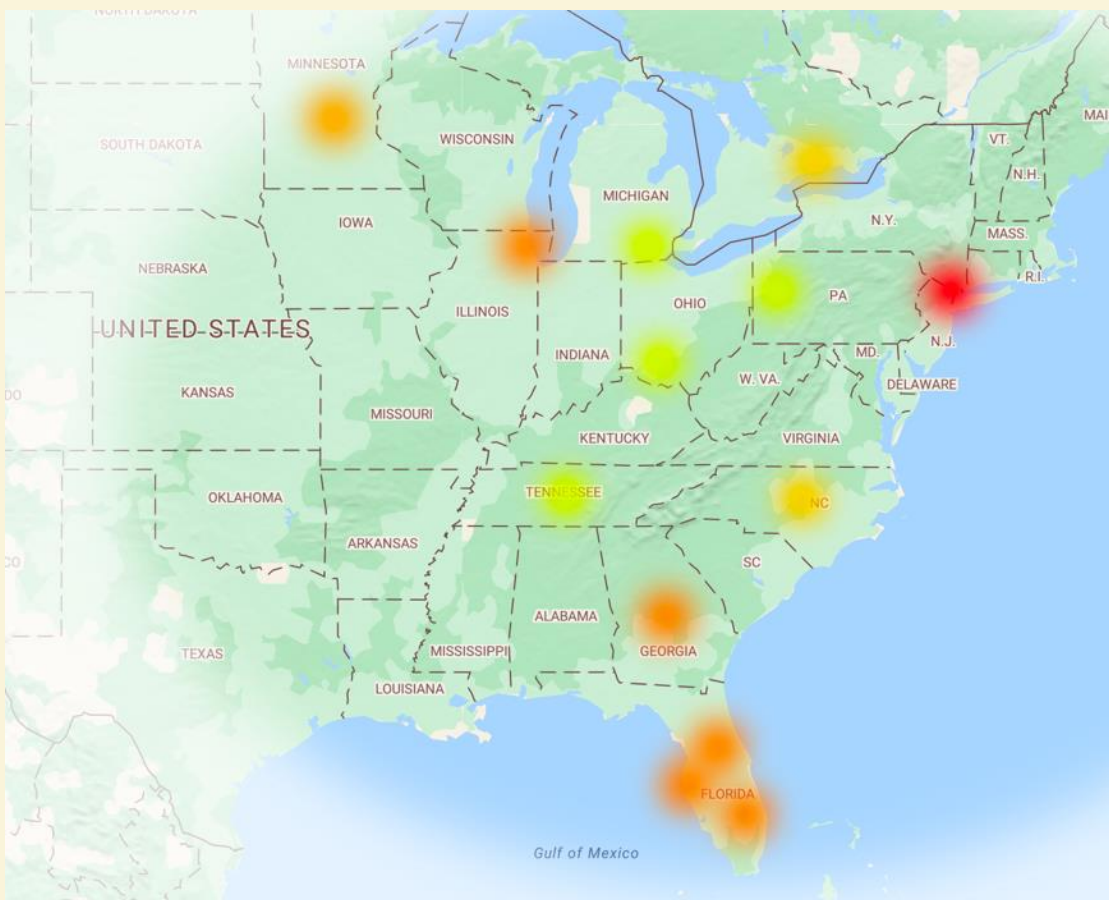
- Core
 - Adults 25-54
 - \$80K+ HHI
 - Goes to the beach on vacation
 - Intends to travel to Florida/beach on vacation within the next 12/18 months
 - Appreciates the arts & culture and/or dining and/or scenic beauty & nature
 - Looking to relax & chill and/or explore & be curious and/or have fun & try new experiences



Consumer Journey Media Tactics



Approx Spend by Market

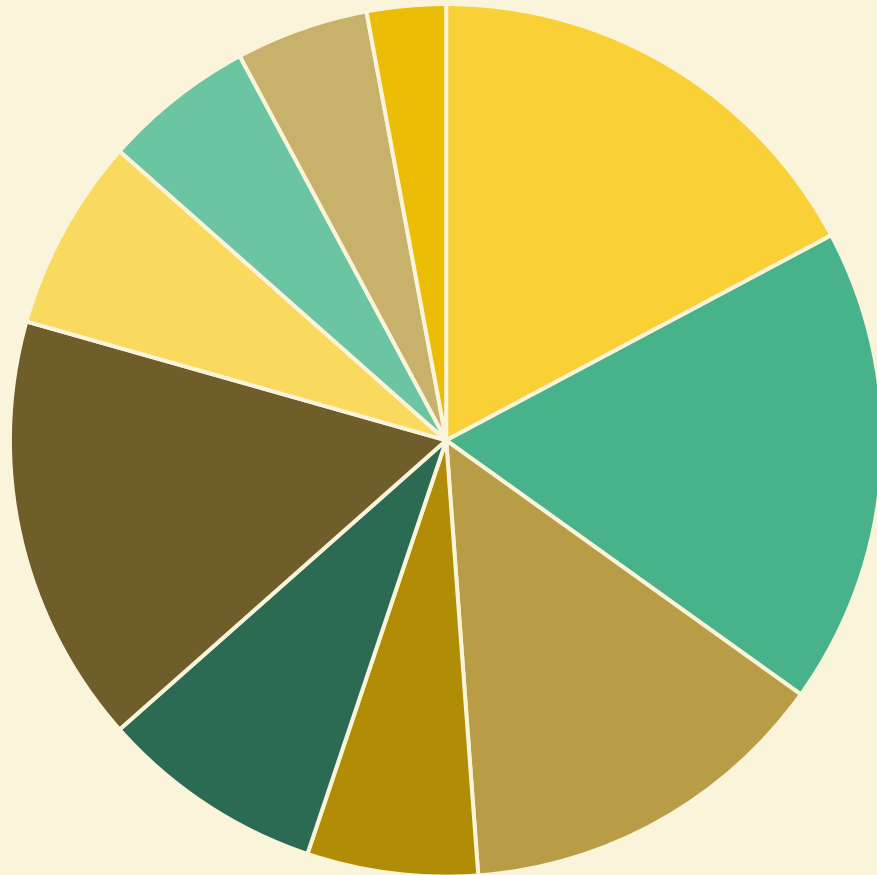



<i>National/Always On/Behavioral Targeting</i>	\$6,800,000	41.5%
New York	\$2,525,000	15.4%
Chicago	\$929,000	5.7%
Atlanta	\$697,000	4.3%
Minneapolis-St. Paul	\$572,000	3.5%
Philadelphia	\$500,000	3.1%
Charlotte	\$410,000	2.5%
Detroit	\$238,000	1.5%
Nashville	\$229,000	1.4%
Cincinnati	\$228,000	1.4%
Pittsburgh	\$171,000	1.0%
Greater Tampa Bay	\$1,199,000	7.3%
Orlando	\$868,000	5.3%
Rest of Florida	\$453,000	2.8%
Toronto, CA	\$570,000	3.5%

\$2,500,000

\$170,000

Planned Media Mix



	Broadcast TV	\$2,970,000	14.7%
	Connected TV (<i>inc. \$500K Visit FL</i>)	\$3,070,000	15.1%
	Radio	\$2,400,000	11.9%
	Digital Audio	\$1,100,000	5.4%
	Print	\$1,430,000	7.1%
	OOH	\$2,755,000	13.6%
	Digital Display & Video	\$1,245,000	6.1%
	Content/Native	\$970,000	4.8%
	Paid Social	\$858,000	4.2%
	Paid Search	\$500,000	2.5%

- Traditional: **47.3%** Digital: **52.7%**

Multiplatform Approach to TV



- Focus on time periods of known travel planning to the destination
- Cable: high indexing programming and HHI's
- Partner with the top-rated stations in key markets
- CTV: audience targeting – focus on person vs. programming/networks
- Behavioral targeting to in-market travelers and beach lovers across broader fly & drive markets
- Priority on premium streaming platforms like Netflix, Hulu, Prime Video, and Peacock



Integrated Markets



Broader Fly/Drive Markets

Audio: Radio, Streaming, Podcasts



- Broadcast Radio
 - High indexing formats / stations
 - Focus on time periods of known travel to the destination
- Streaming
 - Audience targeting – focus on person vs. station
 - Dynamic Audio Ads
 - Hyper-personalized audio messages across Pandora & Soundcloud mobile apps
 - Intelligent ad technology optimizes various triggers such as location, weather, and time of day to deliver uniquely relevant ad spots for each impression served
- Podcasts
 - Targeting travel intenders and beach lovers with mid-roll ads inserted into podcasts
 - Programmatically reach podcast listeners across all endpoints – including **Apple Podcasts, Pandora, Spotify, TuneIn, iHeart**, and more



Print

- Travel & Lifestyle focused national publications



- City Magazines in key markets



- Custom editorial content series developed with individual writers
- Page Custom Content Story
- Premium fixed position placement in each issue
- Dedicated Emails
- Publication website custom landing pages showcasing the content series of stories



Out of Home



- Digital Billboard Network

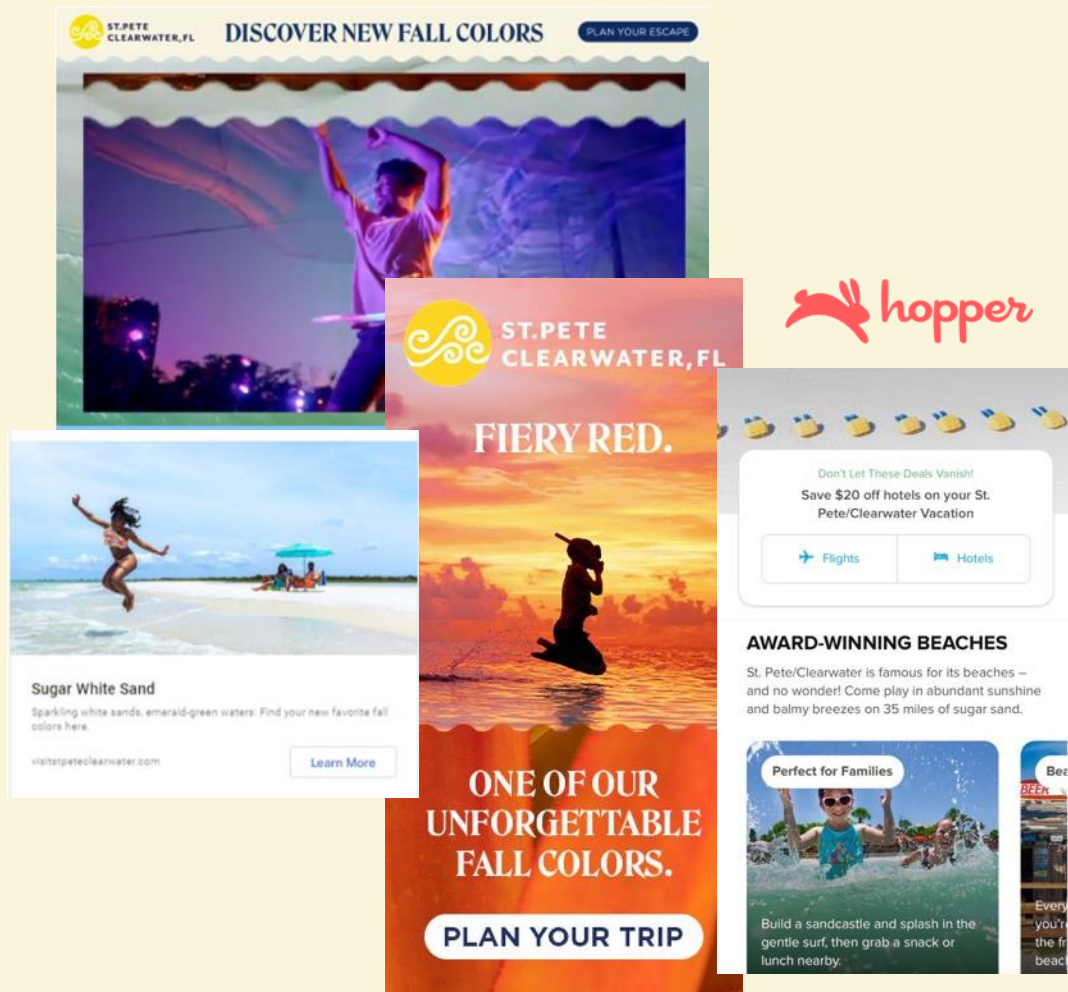
- Hyper-targeted approach to traditional billboards
- Digital Billboards Placements will align with all markets and timing of broadcast media
- All Digital OOH Placement Include Exposed Mobile Retargeting



- Non-Traditional locations

- Tampa Premium Outlets
- NYC urban panels, LIRR
- Subway station "domination"

Digital Display, Native & Video



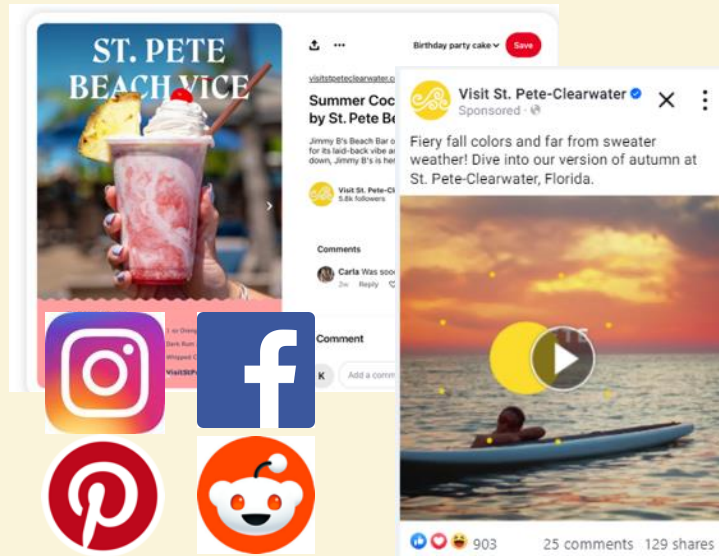
- Formats
 - Include in-feed video ads with custom skin & end-card, native ads that match the look & feel of publisher website, standard HTML5 banners, and high impact display units
- Targeting
 - mix of behavioral, contextual, first-party retargeting, and site direct with premium publishers like **Tripadvisor, Dotdash Meredith, and Conde Nast**
- Always-on
 - Destination deal tile featuring a Hopper-funded deal to drive bookings

Custom Content & Distribution

The image shows a screenshot of a Fodor's Travel article. The main article is titled "Discover the Gems of St. Pete/Clearwater" and features a large image of a beach with blue umbrellas and a clear blue ocean. The text below the image reads: "With 35 miles of America's Best Beaches to choose from, you can have a different beach experience in St. Pete/Clearwater every day of your vacation." To the left of the main image is a smaller image of a person's legs sticking out of a pool with a straw hat in the foreground, with the word "Winter," written below it. To the right is a colorful graphic with tropical leaves and the text "Florida style." Below the main article is an inset image of an email snippet. The email is titled "A MESSAGE FROM VISIT ST. PETE-CLEARWATER" and contains the text: "A weekend getaway across the bay" with a smiley face emoji. Below the email text is a photo of people relaxing on lounge chairs by a pool. At the bottom of the email snippet, it says: "It's a breeze to escape to St. Pete-Clearwater for world-class arts, acclaimed restaurants, nightlife on Central Avenue and sunsets on America's Best Beaches. Even better No flight costs or long drives — just awesome hotel options and new things to see and do every time you visit. Plan your trip."

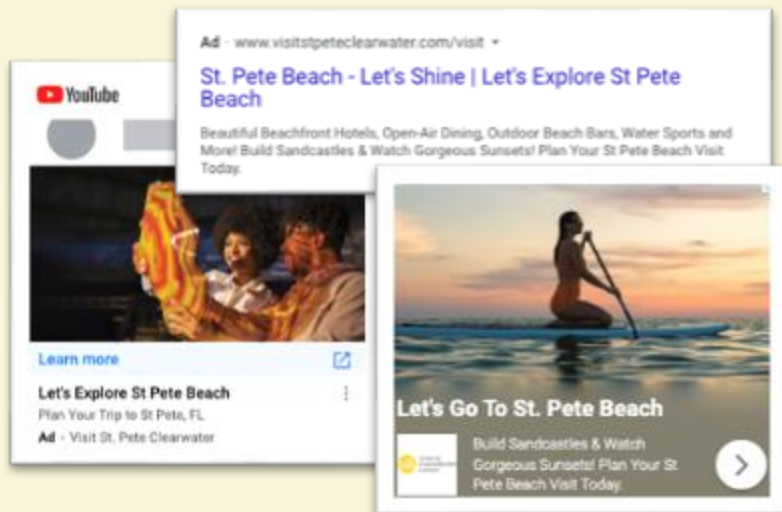
- Long-form digital content
 - Inclusive of storytelling, photographs, and video content – helps engage potential travelers
- Articles distributed via **Nativo** (drive & fly)
- Newsletter sponsorships with **Axios Tampa**
- Partner promotions with **Travelzoo** (fly)
- Custom Interactive Storytelling with **Washington Post**
 - Part of Visit FL Content Program

Paid Social & Search



- Social Ads

- Build on organic success with paid social ads
- Mix of video formats, static, and carousels with seasonally refreshed content
- Seasonal campaigns with **Pinterest** and **Reddit**, in addition to always-on campaigns with **Meta**



- Search Ads

- Mix of search campaigns and Performance Max campaigns to drive cost-efficient website conversions
- Always-On YouTube campaigns include TrueView skippable pre-roll ads and Shorts Ads – Contextually and Behaviorally targeted to reach travelers

Creative Development

As home to America's Favorite Beaches, St. Pete-Clearwater boasts thirty-five miles of sugar-white sand with tranquil emerald green gulf waters. Most destinations, were they so blessed, would likely talk about nothing else.

St. Pete-Clearwater is not most destinations. It is far more.

It is local fish shacks & world-class restaurants. It's 500 murals & unparalleled museums. Legendary hotels & laid-back resorts. 200 mph Indy Car racing & serene nature preserves. Idyllic days & electric nights.

Here, the contrasts never end, but they all complement each other beautifully.

In St. Pete-Clearwater find just what you're looking for & then some.

- Campaign creative to be shared at the January TDC meeting