



**ST.PETE  
CLEARWATER, FL**

# Monthly Report.

October 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	Rooster attended the monthly call.
FY 24-25 Planning	Rooster finalised and sent across the plan in October.
Hurricane Helene and Milton response	Rooster monitored press coverage, provided tour operator updates and assisted with post-hurricane media activity, including drafting releases/comment.

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Virgin Holidays	<p>Rooster and VisitSPC confirmed attendance in the Virgin Atlantic Holidays September campaign, predominantly focused on paid social advertising.</p> <p>Rooster attended the Florida Destination Day on 15<sup>th</sup> October to educate the agents on the destination and deliver the latest updates and selling tips.</p> <p>Virgin Holidays did not attend Brand USA Travel Week, however key members of the team attended the VisitSPC event at Electric Shuffle and met with the team.</p> <p>Status: In Progress. Awaiting feedback and post campaign report for September activity. Meeting booked for WTM in November.</p>
Travel Talks	<p>Rooster attended a USA focused agent training event in London on 15<sup>th</sup> October. The event was slightly different to normal with agents placed on their own table and each supplier visiting the agents table to present a 10-minute presentation with time for a Q&amp;A on top.</p> <p>Status: Complete. Rooster attended the event on 15<sup>th</sup> October and presented to 28 key agents that that included Hays Travel, Flight Centre and Travel Counsellors.</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 included a landing page refresh, email, social, digital, in-store, DM, SMS and press activity as well as agent training.</p> <p>Status: Campaign complete. Met at Brand USA to discuss how we move forward with the partnership. Awaiting full reporting numbers from the activity, USA growing, Florida in general is up however Orlando is down. FAM place agreed for Barrhead agent on next trip.</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: In progress. The marketing activity resumed as per discussions during Brand USA Travel Week and is due to be completed 10th December. A full report from the activity will be sent after campaign completion.</p>

# Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
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. Rooster have also discussed a future campaign proposal, however commitment to any campaign will not be made until a suitable resolution to the previous campaign has been agreed.</p> <p>Status: Campaign complete. The campaign report sent across but being queried. Meetings were held at Brand USA Travel week and will continue into November to agree next steps for the partnership.</p>
Selling Travel	<p>Rooster worked with Visit Florida and Selling Travel to produce a full-page advertorial to feature in the Florida Travel guide for UK agents. The print run includes 53k copies. There's also a digital feature on the Selling Travel website with an estimated 8k visitors per month and it will also be promoted to 26k email subscribers.</p> <p>Status: The full-page advertorial was submitted in March and signed off by Brand USA. The Selling Travel team printed an old version without Brand USA branding, however all key VisitSPC messaging was correct. Rooster have negotiated additional features in the November/December Selling Travel issue as compensation for the error which has now been distributed.</p>

# Monthly Activity.

## Consumer & Trade engagement opportunities.

Activity	Description
Gold Medal	<p>Rooster worked with Gold Medal on the launch of their new brochure to include St. Pete-Clearwater. This included updates to the landing page, email features, twin centre deals, social activity, window boards as well as Trade press inclusions. Rooster also carried out a live training session for 17 external agents as well as 18 from the in-house sales centre as well as selected product and operations staff.</p> <p>Status: Campaign in progress. Rooster signed off all print and digital assets. The in-person training session was a great success with agents and attendees thoroughly engaged in the day. A member of the sales team has been selected to attend the next trade FAM trip off the back of an incentive competition.</p>
Tour Operator Training	<p>Rooster travelled to the North of England to carry out training with the Gold Medal team. Whilst in the area, Rooster contacted key tour operators to train their local sales teams, providing key selling tips to the destination as well as sweet treats!</p> <p>Status: Complete. Trainings with Kuoni, TUI and Virgin Atlantic Holidays on 2<sup>nd</sup> October. A full report will follow next month.</p>
Optimised Audience Campaign UK	<p>Rooster confirmed involvement in a partnership with Miles and Brand USA for Winter 2025. The activity is set to include a seasonal interactive travel guide, programmatic ads as well as Expedia ads.</p> <p>Status: Confirmed and in progress. Briefing assets and materials sent across, collateral to be reviewed in November when they've been created and sent across for approval.</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 was scheduled to 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 agreed campaign dates were between August through to October, however have now been extended to November due to the activity being paused.</p> <p>Status: In progress. The marketing activity resumed as per discussions during Brand USA Travel Week and is due to be completed 5<sup>th</sup> November. A full report from the activity will be sent after campaign completion.</p>
USAirtours (B2B) & Travelplanners (B2C)	<p>Rooster have recently completed a campaign where St. Pete-Clearwater featured as a destination of the month for August across a key B2B and B2C operator. The campaign included 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: Complete. Proof of performance and invoicing received, awaiting full campaign report, to be shared in November.</p>

# Monthly Activity.

Trainings, meeting and events.

Activity	Description
Brand USA Travel Week	<p>Rooster attended Brand USA Travel Week alongside Brian, Jason and Commissioner Peters. The event included meetings with trade partners, media as well as CEO meetings and workshops. Rooster have been liaised with the Brand USA team to submit preferencing for meetings as well as the required assets, information and planning an additional media/trade event. Rooster also put together full briefing and itineraries for VisitSPC.</p> <p>Status: Complete. 41 trade meetings attended over the 3 days including BA Holidays, Trailfinders, Ocean Holidays, Thomas Cook and Hays Travel. Destination updates, potential marketing campaigns, as well as training opportunities were discussed. All attendees added to our mailing list if they weren't already on it and will receive all our latest trade communications. Full event wrap up report shared separately.</p>
Brand USA Travel Week Trade & Media Event (22 <sup>nd</sup> October)	<p>Rooster selected Electric Shuffle for a trade and media event during Brand USA Travel Week. The event showcased the destination, provided our latest destination updates, amplified our key selling points, and drove a closer relationship with both the trade and media. Rooster handled the organisation of the event including the invitations, guestlist, delivery of branded merch, destination themed cocktails and branded menus etc. The event was captured by a photographer, briefed by the Rooster team.</p> <p>Status: Event complete. Follow-ups with key trade and media attendees ongoing. Post event release drafted and shared with Jason for distribution with local Pinellas County media. Imagery taken by the photographer, shared with Jason. Full event wrap up report shared separately.</p>





# Monthly Activity.

Trainings, meeting and events.

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 postponed until a later date following feedback on destination readiness by Rose.</p>

# Monthly Activity.

## Newsletters

Activity	Description
Consumer database	'St. Pete-Clearwater is Still Shining'. Distributed to a database of 29,039 with an open rate of 26%.
Trade database	'St. Pete-Clearwater is Still Shining'. Distributed to a database of 1,110 with an open rate of 26.8%

# Coverage Highlights

Click for [2024-5 CoverageBook](#).



## St. Pete-Clearwater tourism back in business

Tuesday, 22 Oct, 2024



Visit [St. Pete-Clearwater](#) is letting travelers know the destination is 'Still Shining' following two mammoth storms just two weeks apart.

## Cheers! Dozens of discounts with digital St. Pete-Clearwater passport

ST. PETE-CLEARWATER'S NEW FunShine Savings Passport features discounts at museums, attractions, tours, local restaurants and shops across the twin destinations, frequently recognised as the home of America's best beaches.

Steve Grimes, chief marketing officer for Visit St. Pete-Clearwater, noted the "many incredible experiences beyond our sugar white sand and beautiful emerald green waters," continuing, "The FunShine Savings Passport will encourage our visitors to explore the cuisines, entertainment, activities, and adventures across the destination.

"We have so many affordable options for visitors in our destination and this passport will provide additional incentive to save even more sand dollars while enjoying our



beautiful beaches and sunshine."

Upon signing up, the passport automatically unlocks savings at over 50 participating attractions until August 2025 before it is reset for another year of savings. [www.visitstpeteclearwater.com/funshine-savings-passport](http://www.visitstpeteclearwater.com/funshine-savings-passport)



# The Telegraph

## The 15 best destinations for November sun

November can be a gloriously quiet month to go in search of winter sun – here's where to find warm weather, according to how hot you like it



Rooster.

# Fiscal Year to Date Results.

Click for [CoverageBook](#).



**4**

**Pieces of Coverage**

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



**30.3M**

**Audience**

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



**79.1K**

**Estimated Views**

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



**63**

**Avg. Domain Authority**

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz



**5.18K**

**Offline Audience**

Combined total number of people for Print/TV/Radio



**94**

**Max. Domain Authority**

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

# Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
10/04/2024	Trade	Travel Bulletin	Cheers! Dozens of discounts with digital St. Pete-Clearwater passport	5,180
10/04/2024	Consumer	The Telegraph	<a href="#">The 15 best destinations for November sun</a>	30,200,000
10/21/2024	Trade	itfn	<a href="#">St Pete's-Clearwater Sends 'Open for Business' Message Despite Florida's Hurricane Double Whammy</a>	8,660
10/23/2024	Trade	Travel Mole	<a href="#">St. Pete-Clearwater tourism back in business</a>	122,000

# Monthly Activity.

## Account Management.

Activity	Description
Client liaison & account management	Rooster conducted media scans regarding Hurricane Helene and Hurricane Milton, participated in update / messaging calls, and supported on developing key messages relevant to UK, Ireland and Scandinavian markets. Discussions have been held around hosting media FAMS to the destination in 2024, planning ongoing. <b>Status: Complete.</b>
Coverage tracking & logging	Rooster logged all secured coverage internally, on SimpleView, and in CoverageBook. <b>Status: Complete.</b>

# Monthly Activity.

Media materials and liaison.

Activity	Description
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"><li>• David O’Coy, <b>Fused Magazine</b></li></ul> <p>Status: Trip invites concluded, trip secured with Fused Magazine. Trip postponed to 2025 due to Hurricane Helene and Hurricane Milton.</p>
Release: St. Pete-Clearwater is ‘Still Shining’	<p>Rooster drafted and distributed a release following Hurricane Helene and Hurricane Milton to showcase the incredible recovery effort in-destination. This involved tourism promotion and relevant messaging to encourage international visitors back.</p> <p>Status: Complete; release distributed to national, consumer and travel media with follow-ups; updated imagery shared, coverage secured.</p>

# Monthly Activity.

Media materials and liaison.

Activity	Description
Pitch: Post-Brand USA Travel Week UK & Europe pitch	<p>Rooster drafted and shared a release for distribution within local media in Pinellas County following Brand USA Travel Week UK &amp; Europe. This details the work done by the delegation to promote Pinellas County's recovery post-hurricane, showcasing that St. Pete-Clearwater is shining and ready for tourism once more.</p> <p><b>Status: Release shared with Jason for distribution.</b></p>
Visit Florida Editorial Content: Luxury in Florida	<p>Rooster began drafting a release for 'Luxury in Florida' for inclusion in Visit Florida's editorial calendar. This content will be used by the Visit Florida PR team in their communications.</p> <p><b>Status: Rooster drafted and submitted the content ahead of the deadline.</b></p>
Visit Florida Editorial Content: Sunny Winter (deadline, 8 November 2024)	<p>Rooster began drafting a release for 'Sunny Winter' for inclusion in Visit Florida's editorial calendar. This content will be used by the Visit Florida PR team in their communications.</p> <p><b>Status: Rooster to finalise the submission ahead of the deadline.</b></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 based on agreed list for next fiscal year. Rooster to draft a proposal for 2025 group trips.</p>
Press trip + podcast: Family Traveller	<p>Rooster has secured a press trip for a <b>Family Traveller</b> journalist in October 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. Originally booked for October however postponed until 21-25 November due to Hurricane Helene. Itinerary developed and shared with VisitSPC for review. To finalise itinerary in early-November</p>

# Monthly Activity.

## Media and influencer trips.

Activity	Description
Press trip: Fused Magazine	<p>Rooster has secured a press trip with <b>Fused Magazine</b>, an arts, culture and lifestyle publication that has recently launched a travel section, dedicated to showing off artsy communities across the world.</p> <p>Rooster has liaised with Fused regarding the original dates over SHINE 2024, and worked with VisitSPC and the journalist in rescheduling their trip to 2025. This involved rebooking flights and reworking itineraries.</p> <p>Status: Postponed to summer 2025, to work on an itinerary in Q1 2025.</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](http://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

