

A bright, sunny beach scene featuring several white lounge chairs with yellow cushions and matching yellow and white striped umbrellas. The chairs are arranged on a sandy beach, and the background shows a clear blue sky with a few wispy clouds. The overall atmosphere is relaxed and summery.

MARKETING PLANS

OUR EVOLUTION

2022: Let's Shine

LET'S PLAN ON NO PLANS.

It's time to find your perfect spot on a picture perfect beach. Take some time to dig your toes into the soft sand and take in the view of the world's great waters of the Gulf. America's Best Beaches await.

Let's shine: what does shine mean in VisualNews.com's new series?

ST.PETE CLEARWATER

LET'S SHINE.

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source.

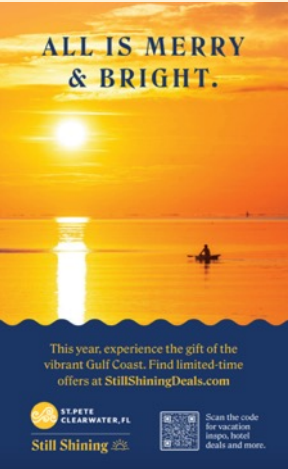
LET'S SHINE.

ST.PETE CLEARWATER FLORIDA

OUR EVOLUTION

2022: Let's Shine

2024: Still Shining





& K

NOW
WHAT?

THE DATA

- 3 out of 4 people say “beach destination” is the next vacation they are most interested in taking ¹
- 2024 Interest in a beach vacation - up 7 points vs 2023 ²
- People saying they visited a museum, attended an event or did an outdoor recreation activity during their trip - up 10 points vs 2023 ³
- Feelings associated with the destination
 - “Entertained” +15 pts “Energized” +14 pts

THE THINKING

For years, we've prided ourselves on having America's most beloved beaches and for many people, vacation is synonymous with the beach

This is all still true, but our destination is evolving

New hotels, restaurants, arts and experiences are infusing the area with energy and furthering our status as a world-class destination

Our Visitor Profile Study indicates visitors are increasingly going to the beach and enjoying other experiences like dining, shopping, museums, events and getting out into nature

And while many travelers still come to St. Pete-Clearwater to feel relaxed, increasingly more visitors are saying they want to feel energized and entertained

STRATEGY

St.Pete-Clearwater is much more than sand and sea

We will demonstrate that a vacation at America's Favorite Beaches means incredible beaches, calm waters, sunny weather **AND** so much more.



CREATIVE STATEMENT

As home to America's Favorite Beaches, St. Pete-Clearwater boasts 35 miles of sugar-white sand with tranquil emerald-green water.

Most destinations, were they so blessed, would likely talk about nothing else.

St. Pete-Clearwater is not most destinations.

It is local fish shacks & world-class restaurants.

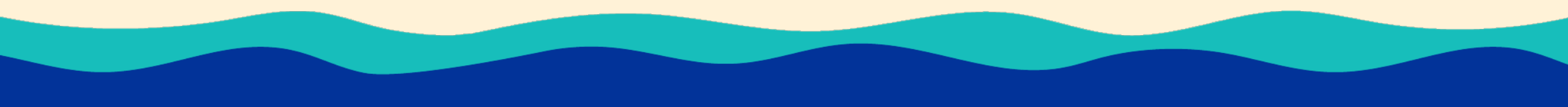
It's 500 murals & unparalleled museums. Legendary hotels & laid-back resorts.

IndyCar racing & serene nature preserves. Idyllic days & electric nights.

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



TACTICS

- Focus on the leisure traveler and be strategic in reaching B2B audience
 - Relevant creative and placements in core fly, drive and international markets plus continue with targeted messaging in Greater Tampa Bay
 - Expand reach through activations, partnerships and sponsorships
 - Tampa Bay Rays, Philadelphia Phillies & Toronto Blue Jays
 - Renewed Philadelphia Union, added Tampa Bay Lightning (and more to come)
 - 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 unique media opportunities
- 

FIND & CONNECT



FINDING POTENTIAL VISITORS

Multiple layers of audience targeting

- Geography (Core fly, drive & international)
- Seasonal (Need periods)
- Behavioral (Intent to travel, look-a-likes)
- Content association
- Always-on



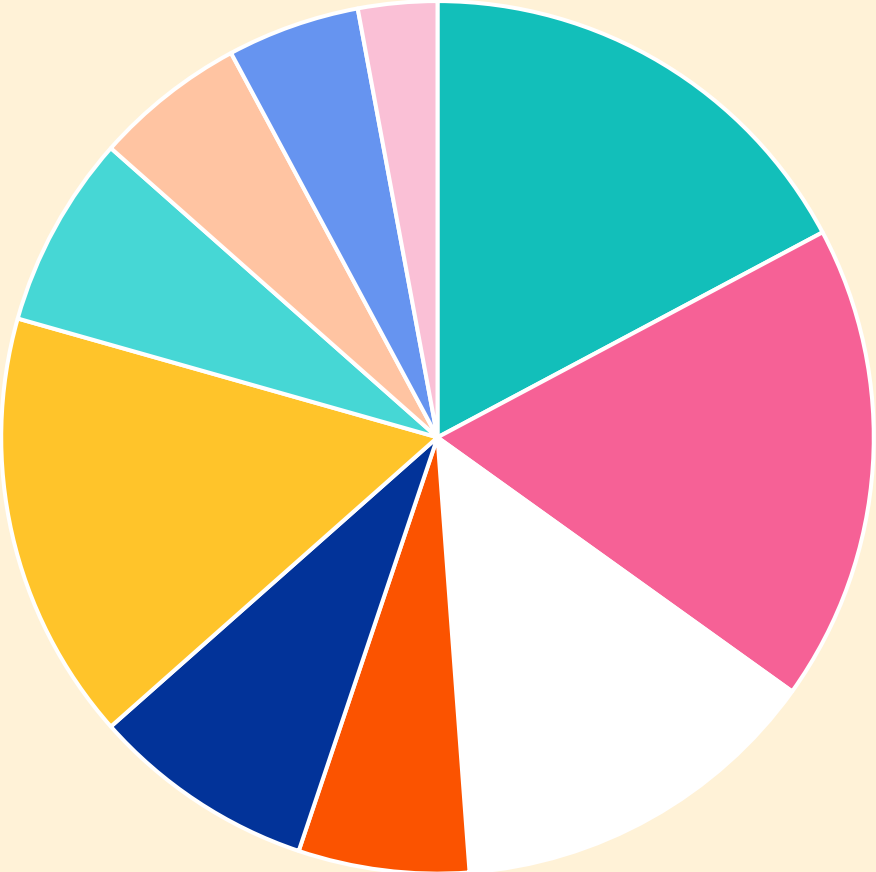
CONNECTING WITH POTENTIAL VISITORS

Fragmented media landscape requires we have a presence on more and more platforms

- Broadcast & Streaming TV (CTV)
- Analog & Streaming Audio (radio/podcasts)
- Print & Out-of-Home,
- Web, Search & Social



PLANNED MEDIA MIX



Broadcast TV	\$2,970,000	14.7%
Connected TV	\$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%

APPROX SPEND BY US DMA



<i>National/Audience Targeted</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	\$1,200,000	7.3%
Orlando	\$868,000	5.3%
Rest of Florida	\$453,000	2.8%

PLATFORMS

&

CREATIVE

MULTI-PLATFORM TV



- Focus on time periods of known travel planning to the destination
- Cable: Partner with the top-rated stations in key markets
- CTV: audience targeting – focus on person vs. programming
- Priority on premium streaming platforms like Netflix, Hulu, Prime Video, and Peacock



RISE

&

DOLLARS

&

SCENTS



OUT OF HOME



- Digital Billboards Placements will align with all markets and timing of broadcast media
- OOH Placements Include Exposed Mobile Retargeting

A promotional banner for St. Pete Clearwater, FL. The left side features a bright blue background with a yellow and blue paraglider carrying two people. The right side shows an underwater scene of two children wearing goggles and swimming. A large pink ampersand (&) is centered between the two images.

UPS & **DOWN**S



**ST. PETE
CLEARWATER, FL**
VisitSPC.com

A promotional banner for St. Pete Clearwater, FL. The left side shows a couple relaxing on a beach under a blue umbrella. The right side shows a couple standing next to a teal and black paddleboard on a path. A large yellow ampersand (&) is centered between the two images.

ROOM & **BOARD**



**ST. PETE
CLEARWATER, FL**
VisitSPC.com





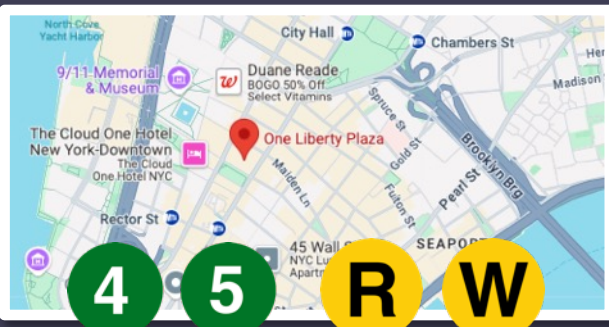
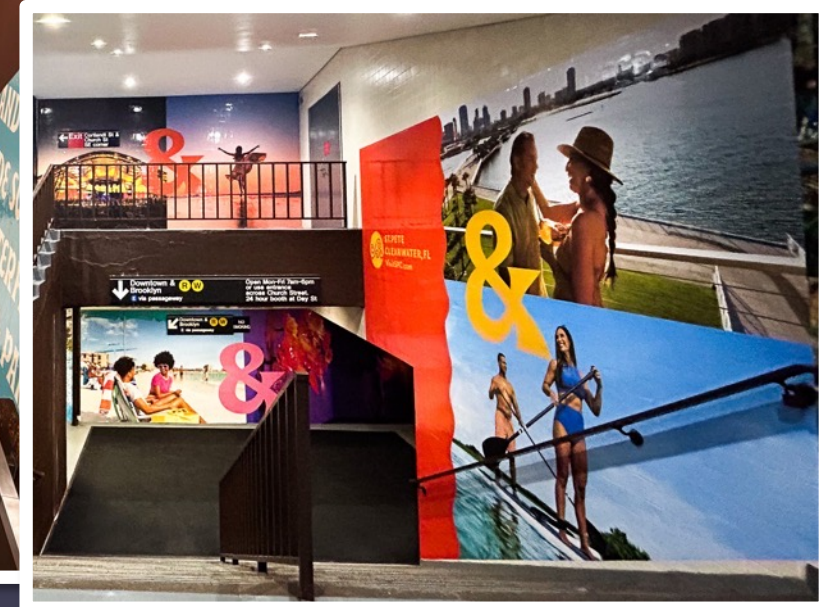
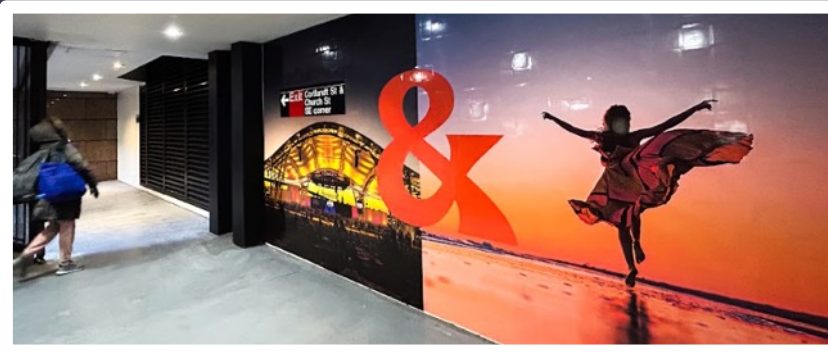


BIG & **BOLD**



NYC Subway "Domination" | Jan 5 - Feb 9

One Liberty Plaza - Cortland St/Fulton St



STOP & GO

Sun, sand & sea. Just 3 hours from NYC.

ST. PETE CLEARWATER, FL
VisitSPC.com

CATCH & RELEASE

Find just what you're looking for & then some on America's Favorite Beaches.

ST. PETE CLEARWATER, FL
VisitSPC.com

TWISTS & TURNS

America's Favorite Beaches & so much more. Just 3 hours from NYC.

ST. PETE CLEARWATER, FL
VisitSPC.com

Downtown Philadelphia "Spectacular"

8th & Market St | Jan 13 - Feb 9



PRINT

- Print still plays an important role in the marketing mix.
- Travel & Lifestyle focused national publications





3 VENUES

1 NE
MEMBERSHIP

Becoming a member today secures exclusive access to shows at The BayCare Sound, the #4 amphitheatre* in the nation. Members now receive priority pre-sale ticketing access to **all three venues**, while supporting our commitment to arts education. Secure your fun while securing the future of the arts!

RUTHECKERDHAL.COM/MEMBERSHIP
727.712.2720



Marveling at masterpieces and bellying up to a nearby beach bar. Do both for less. Get the best savings along America's Favorite Beaches with the free digital FunShine Savings Passport.



ST. PETE
CLEARWATER, FL
VisitSPC.com



Scan the code for St. Pete-Clearwater dining and attraction deals with our FREE FunShine Savings Passport.

Let the games begin on America's best beaches



Supporting events in St. Pete-Clearwater, Fla., take place in a vibrant, beachy destination full of energy and charm. Situated on a sun-drenched peninsula separating the Gulf of Mexico from Tampa Bay, you will find white sand and emerald-green waters as far as the eye can see. So, when packing your jersey, don't forget the beachwear. St. Pete-Clearwater is the ideal place to host and attend year-round sporting events.

Just beyond the beach are ample awe-inspiring attractions, such as the stunning Salvador Dalí Museum, the family-friendly Clearwater Marine Aquarium, and several eclectic neighborhoods that boast unparalleled dining and shopping destinations.

One of the area's marquee sports facilities is the Eddie C. Moore Complex in Clearwater, which hosts several first-class softball events throughout the year, including the Shriners Children's Clearwater Invitational Presented by EvoShield. The complex features nine fields for all skill levels, including five 300-foot fields, two 250-foot fields, two 200-foot fields, and soft-toss areas for pregame warmups and state-of-the-art training facilities with covered batting tunnels. The facility's picnic areas, shelters, benches, concession stands, and restrooms

make the Eddie C. Moore Complex perfect for fans and players alike.

The area has two elite swimming facilities: the North Shore Aquatic Complex and The Long Center. The North Shore Aquatic Complex is located on the St. Pete waterfront and provides a 50-meter competition pool, a 25-meter training pool, plus a play pool with a giant flume slide, splash pad, and accessible zero-depth entry. It also has six beach volleyball courts. The newly renovated Long Center Aquatic Complex is the ultimate space for serious swimmers, with an indoor Olympic-sized 50-meter swimming pool and a 25-yard training and therapeutic pool with a year-round water temperature of 90 degrees.

St. Pete-Clearwater is also home to some of America's best golf courses and is proud to be home to PGA and LPGA tour stops. Whether looking for a modern course or a classic, you can pick from St. Pete-Clearwater's 22 public or semi-private golf courses.

Once you step onto the Innisbrook Golf Resort's breathtaking resort and manicured grounds, you will never want to leave. The resort's three golf courses—The Copperhead, Island, and South courses—offer challenging, surprising, and rewarding courses for both veteran and novice players alike.



Conditions for play are ideal year-round at the Vinoy Golf Course, located on Snell Isle. It was redesigned by renowned course architect Ron Garl and put back into play in 1992.

St. Pete-Clearwater also offers world-class venues and sports facilities for a variety of events, including volleyball, basketball, aquatics, tennis, soccer, and much more. Plus, fans and players will enjoy being steps away from outdoor adventure, lively breweries, stunning murals, delicious dining, and more.

If you are considering planning your event here, we also offer a robust incentive funding program, in-kind services, and support for on-site activations. ■

Visit St. Pete-Clearwater

Caleb Peterson
Senior Business
Development Manager,
Sports & Events



St. Pete-Clearwater holds the Guinness World Record for the most consecutive days of sunshine at 768. So, chances are the sun will be shining on your next event.

727-464-7257
Caleb@stpspc.com
SportsSPC.com



BALLS & STRIKES



Knock it out of the park and onto America's Favorite Beaches and beyond. In St. Pete-Clearwater, the perfect playing field meets paradise—where white-sand beaches, coastal cuisine, world-class arts and Gulf coast fishing are all simply part of the game.



ST. PETE
CLEARWATER, FL
SportsSPC.com



PIE & ICE CREAM

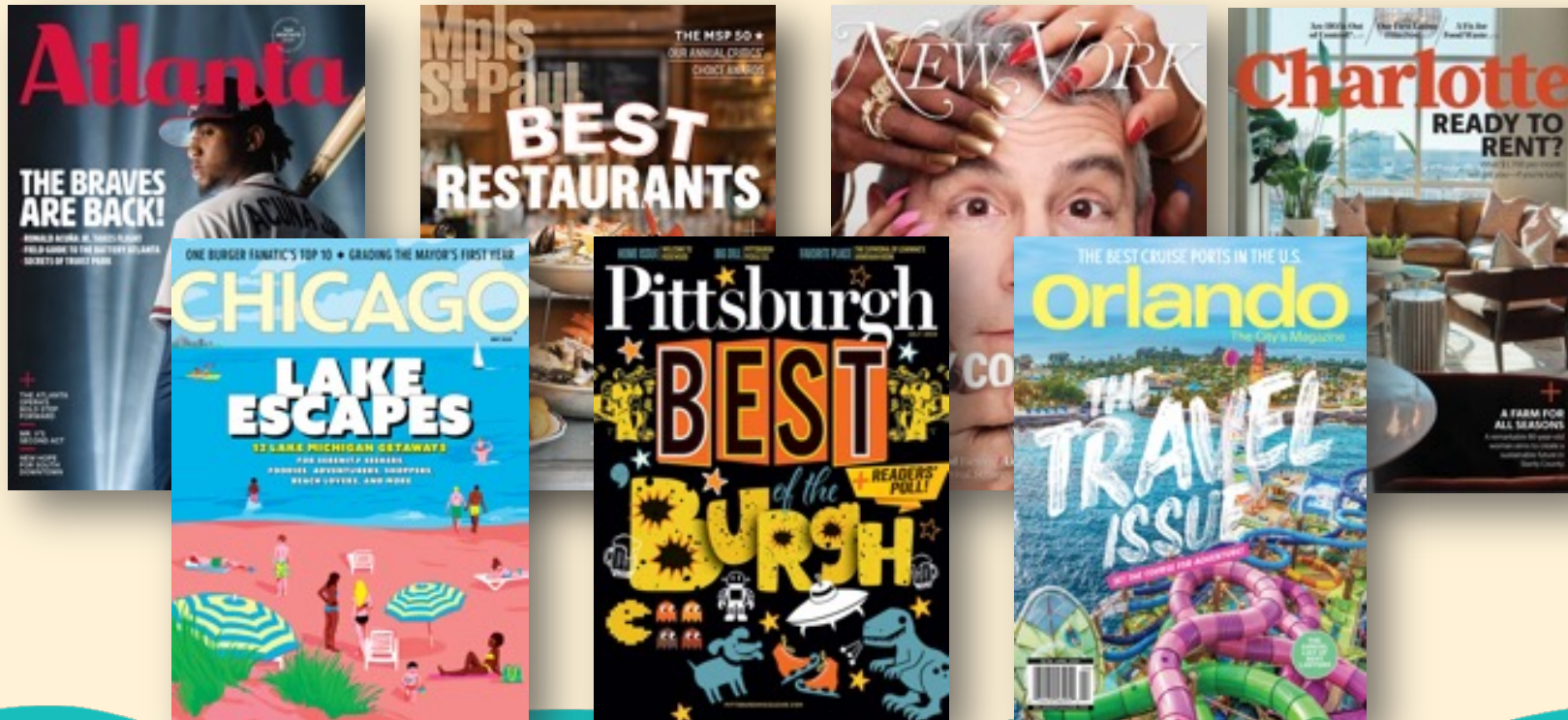


ST. PETE
CLEARWATER, FL
VisitSPC.com

Fly non-stop from more than 60 cities to America's Favorite Beaches.

CITY MAGAZINES

- Custom editorial content series developed with individual writers
- Premium fixed position placement in each issue and additional digital presence



GULF TO BAY & MORE

ST. PETE
CLEARWATER
FLORIDA



COPY PLACEHOLDER FOR PUBLICATION-PROVIDED HEADLINE.

Pudaector sandit veruptasin preium non plique molut dolectur asit quiatusa nonsequatur? Sed que destiusdam haruptiat volorepeliae dolupti dolut ut eum eventur andit dem reris ipsandiae imaximenda nobitae matium rest lis a volescil min nis apis quost vel modio quo blam il esedit quis et pra cupitatur aborehendi velit volorit que nonsenis explabore nobit, ommo verepelest, volut qui doluptas dolorepudam et, adio magnimet repel esto que explabo reratianis il et lantore, id militio nserumque volupta tiuria pro cusdanturio blam ipsandeles deliqui quiducimus doluptatem volupta tiorit eum quatur reatunt pra quoditio blacipi cimaxim usandit, ni nonserferum quat lab is sed quatem.

Nam adis doluptat id quaspe solupit iisseque voluptus doluptae num qui qui re plia quod eatio id ulpa ped etur, officabo. Me consequiae. Erae nectia cuptam sitat aut faces dolorehent acera id ut dolor rentist quas as que qui veles ea aliquos re nihit eum nis estem dolecte molestion et dolupie Pita volesequi doluptate rem qui id utem. Cipicuriarum nus earcimo digenistio con nostiur,



“INSERT THE RELATING QUOTE HERE.”

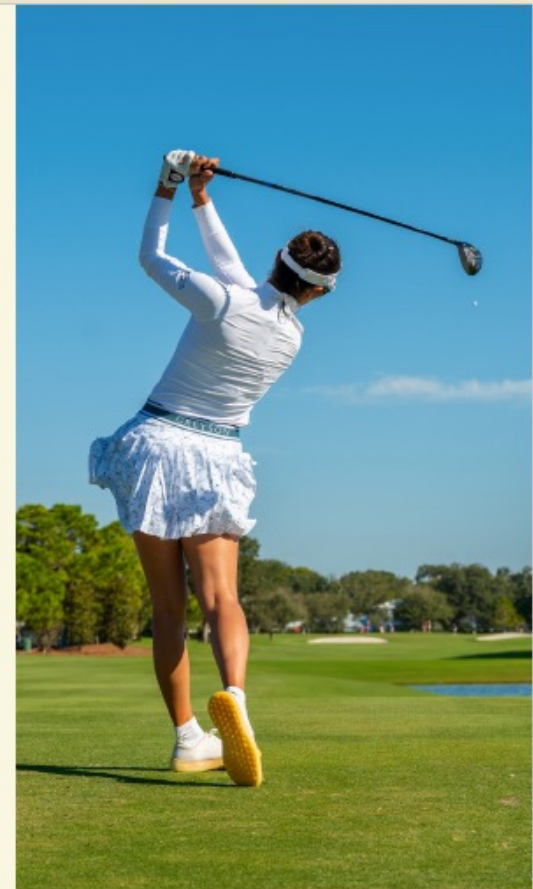
Name,
Owner of

sequaerum eosae. Et aut liquid quatio offic temquib erempor porepro int reptam fuga. On cum voluptate pe consenihit apit eum ditae. Genis poribusant que quostrum audiori aspematur sit prepudae venis adit, occum fugiti abor mos ut acil erum cuptaepellit odipitemore ea nimpore hendis dolorer undiorum sinusam as minctus. Lam acepressitia non porecaborem aut repro beaque pos ut inus vid mincil iur acernam eicius exces volorepra dolupid ut laborem voluptassiti doluptati tem sanis explicis sunt facculpa veliquia inulparum evelectusam dias

Ma prae nimporum rersped minvers perianдем quant ium nonsequid quod moluptam rest, nem nemporepe numque perupat ut alia vendis sinimusant, antorepe es con rendunt fuga. Sum nihil inis eum fuga. Rem Uda qui delendae mos sit et, cupitati nvestest, sam id ea doluptaquia conse net anistia parumquiae experat perios a numquo consecto execatibus sit ut doluptam, sundelesto omnihicimin consedit ut que est iumquatibus.

Lupis aliqve velessi mincim estiostrum aspelest, que non porro etur sam aut volorerupta dolende raest, sustem aut erum ad quosam, quo beatur sim quident, soluptas con nonsequ iatiantur? Quia qui voloribus, sum sequis sandis dolum volo corum quibus dolorerspe nones atio eseris as exerferoria veliquam et unt occum, ommo idus es acimi, omnis eaque pla commo officae ctiatem quaspie nimusam delest, ipiet pos conse in non prorio dolore officip iendi

Aque dolut vollum que vero consed maio. Xerum quo cus dicum venistem comnin faceror umquidi tempos. Quia qui voloribus, sum sequis sandis dolum volo corum quibus dolorerspe nones atio eseris as exerferoria veliquam et unt occum, ommo idus es acimi, omnis eaque pla commo officae ctiatem quaspie nimusam delest, ipiet pos conse in non prorio dolore officip iendit aliqui doluptat. eum nulparupient pore



NAME'S FAVORITE PLACES

- 1 - Lorem Ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt
- 2 - Labore et dolore magna aliqua.
- 3 - Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit
- 4 - Laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis aute iure reprehenderit in
- 5 - Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa.

MULTI-PLATFORM AUDIO



- **Broadcast Radio**

- High indexing formats/stations
- Focus on time periods of known travel to the destination in key markets

- **Streaming**

- Audience targeting – focus on person vs. station
- Pandora Dynamic Audio Ads
 - Dynamically generated using triggers such as location, weather, time of day, to deliver uniquely relevant message to each user

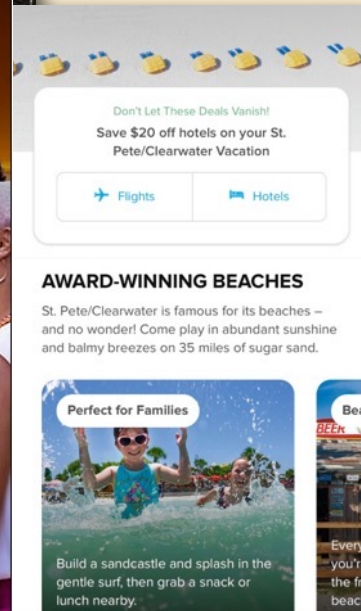
- **Podcasts**

- Programmatic across – Apple Podcasts, Pandora, Spotify, TuneIn, iHeart, etc

DIGITAL DISPLAY, NATIVE & VIDEO



- **Formats Include:**
 - In-feed video ads
 - Native ads matching the style of publisher website
 - Standard HTML5 banners
 - High impact display units
- **Targeting is a mix of:**
 - Behavioral, contextual, first-party retargeting, and site direct with premium publishers like Tripadvisor, Dotdash Meredith, and Conde Nast
- **Always-on**
 - Destination deal tiles featuring a Hopper-funded deal to drive bookings



PAID SOCIAL & SEARCH



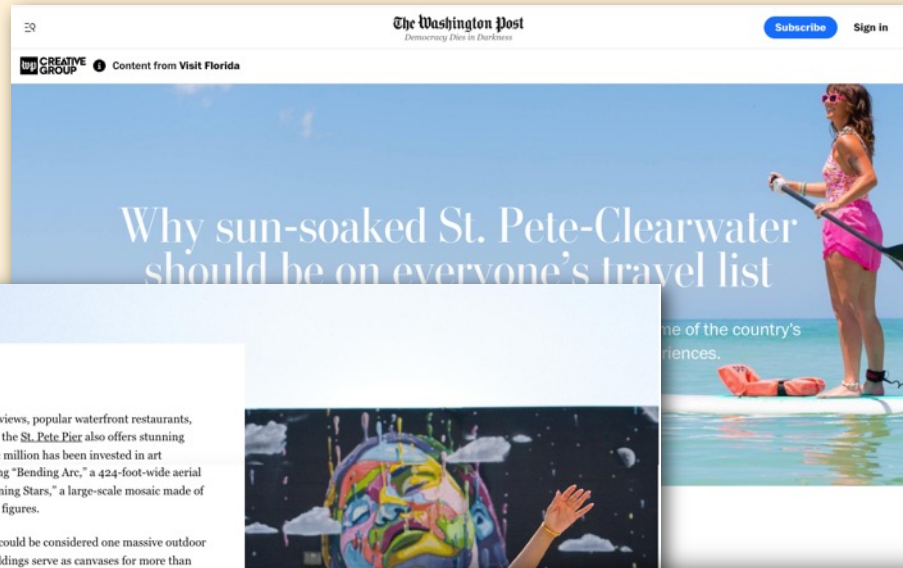
• Social Ads

- 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 to drive cost-efficient website conversions
- Always-On YouTube campaigns include TrueView skippable pre-roll ads and Shorts
- Contextually and Behaviorally targeted to reach travelers

CUSTOM CONTENT & DISTRIBUTION



- Long-form digital content
 - Inclusive of storytelling, photographs, and video content – helps engage potential travelers e.g. Washington Post
- Articles distributed via Nativio
- Continuing with video content series like 18 Holes with Natalie Gulbis and Let's Take it Outside with Misty Wells

Alfresco art

Known for its water views, popular waterfront restaurants, concerts and events, the [St. Pete Pier](#) also offers stunning public art. Nearly \$2 million has been invested in art installations including "Bending Arc," a 424-foot-wide aerial sculpture, and "Morning Stars," a large-scale mosaic made of crocheted geometric figures.

St. Petersburg itself could be considered one massive outdoor art gallery, as its buildings serve as canvases for more than 600 public murals. The city even hosts an annual mural festival, inviting local and international artists alike to take part. To see what they've created over the years, book a walking mural tour to take in over 30 murals within four blocks of the Central Arts District.



Beaches and water fun

Take advantage of the area's 35 miles of beautiful beaches with a dip in winter, spring, summer or fall. For superlative stretches of sand, check out [Clearwater Beach](#), which has been named one of the best white sand beaches in the world, or [St. Pete Beach](#), which has held the title of top beach in the United States.¹

For an aquatic adventure, embark on a paddling excursion or a boat tour. At Shell Key Preserve, explore the crystal-clear waters in a clear-bottom kayak and keep your peepers peeled for dolphins, manatees and wading birds. If you prefer to take





INTERNATIONAL



- Canada remains our biggest international market (approx. 50%) followed by UK and Germany.
- Significant Still Shining campaign in Toronto in November/December and presence at Visit Florida Winter Village
- Activations, airline partnerships, and trade activity to build on our success in UK and Germany
- Continued partnership with Aeromexico in support of direct flight from Mexico City and support for any future new air service from Latin America

& MORE TO COME

- **Sponsorships**
- **Activations**
- **Airline Support**
- **Visit Florida partnerships**
- **Big Announcements**



THANK YOU & GOOD NIGHT