

A vibrant beach scene featuring several yellow and white lounge chairs and matching umbrellas. The chairs are arranged on a sandy beach, and the umbrellas are open, casting shadows. The background shows a clear blue sky with a few wispy clouds and a distant view of the ocean. The overall atmosphere is bright and sunny.

MARKETING CREATIVE 2025

OUR EVOLUTION

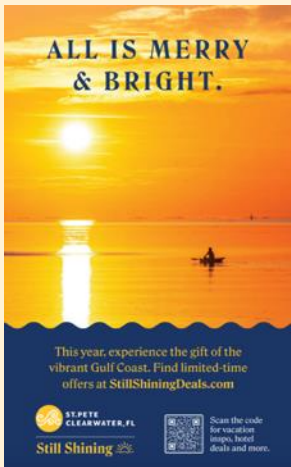
2022: Let's Shine



OUR EVOLUTION

2022: Let's Shine

2024: Still Shining



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

Visitors tell us they 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 & so much more.



CREATIVE STATEMENT

As home to America's Favorite Beaches, St. Pete-Clearwater boasts 35 miles of sugar-white sand with clear, calm Gulf 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.



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







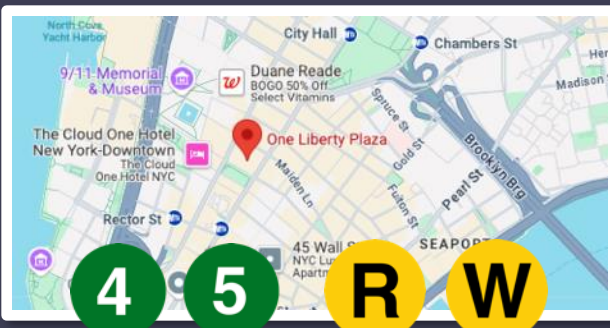
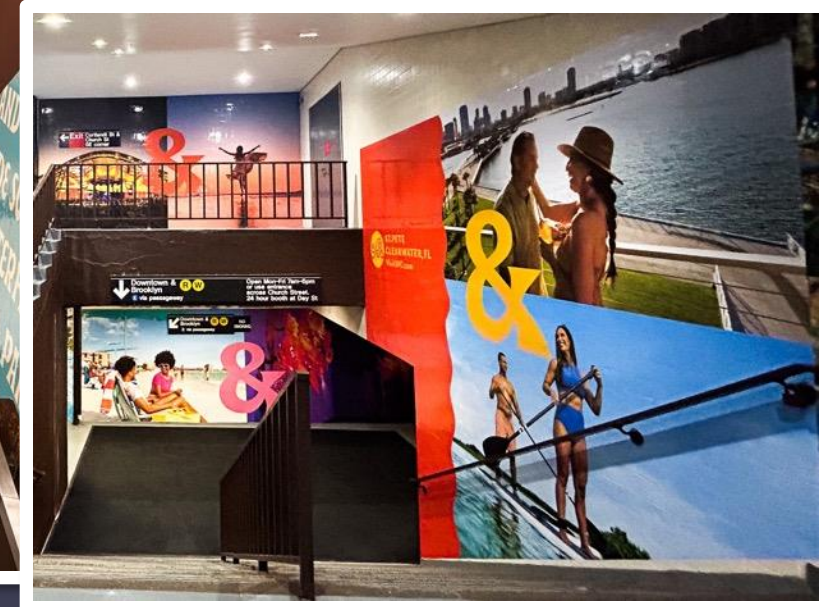


BIG

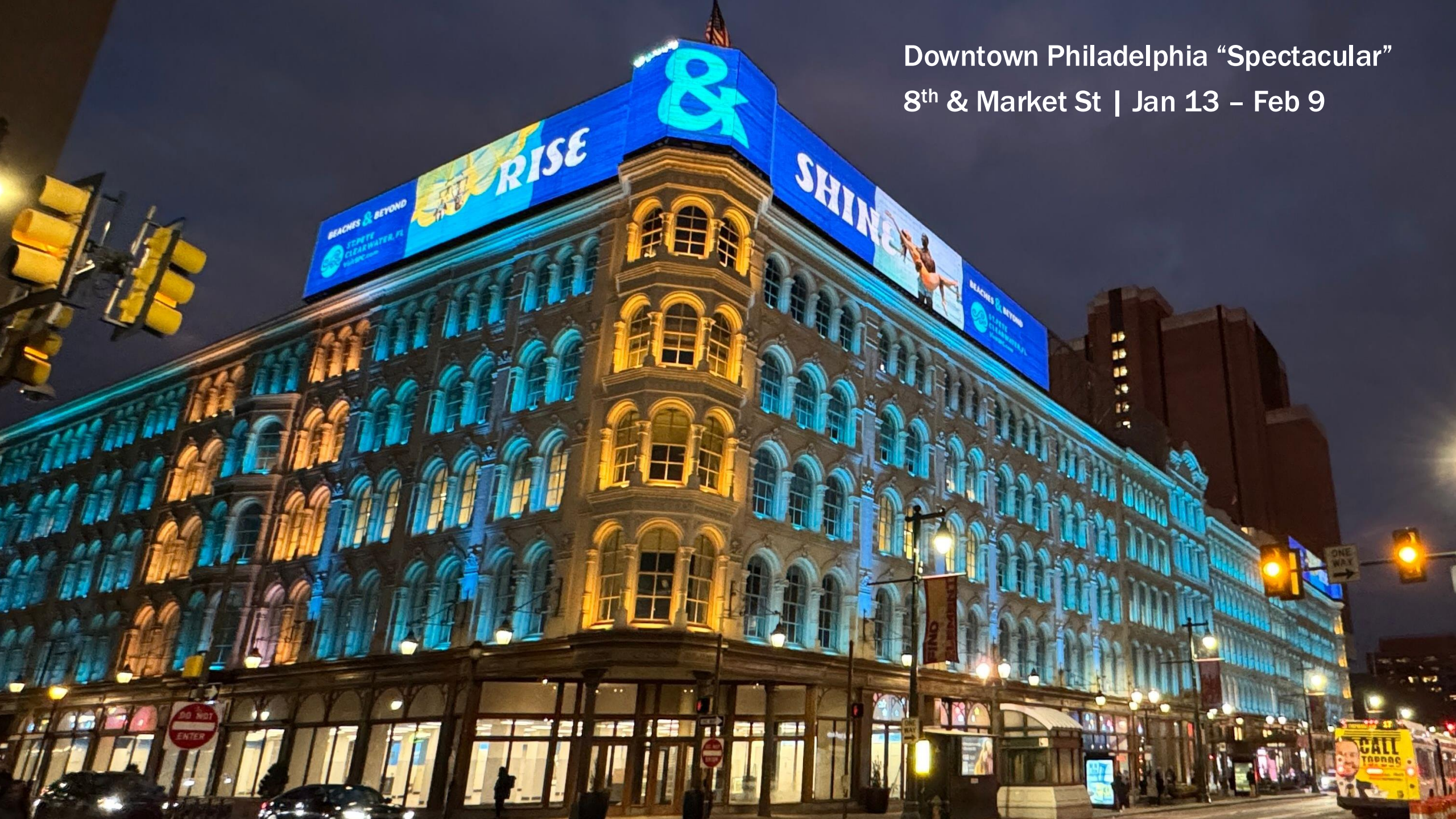
& BOLD

NYC Subway "Domination" | Jan 5 – Feb 9

One Liberty Plaza - Cortland St/Fulton St



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



SUN & GLASSES

the sun on America's Favorite Beaches and savor craft cocktails and fresh Gulf seafood. St. Pete-Clearwater is a feast for the senses.

ST. PETE CLEARWATER

Soak up the sun on America's Favorite Beaches and savor craft cocktails and fresh Gulf seafood. From emerald waters to outdoor dining, St. Pete-Clearwater is a feast for the senses.



Essential vacation items.

A photograph of a person's legs sticking out of a car window, with a magazine titled "Essential vacation items." visible in the foreground. The magazine is open, showing a page with the title "Essential vacation items." and a list of items. The background is a blurred view of a road and trees.



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!

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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.

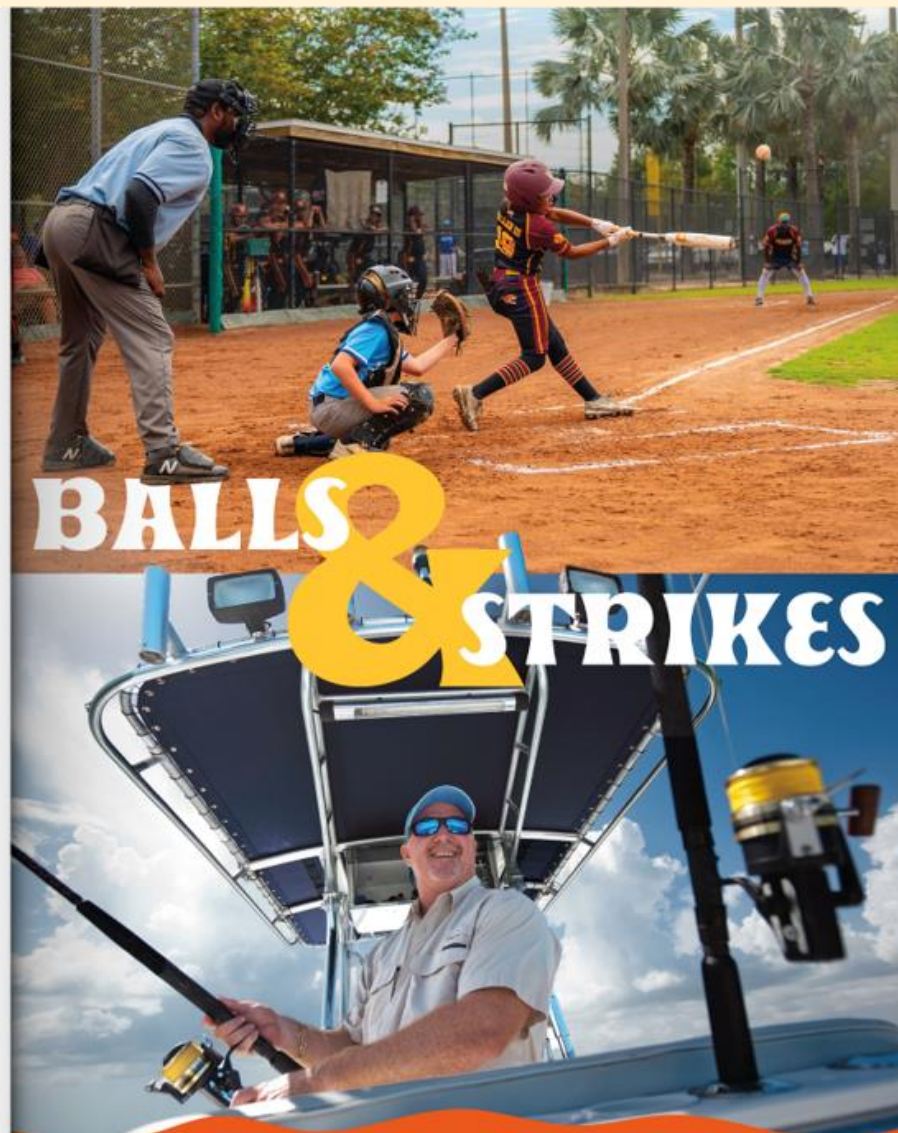
If you are considering planning your event here, we also offer a robust incentive funding program, in-kind services, and support for on-site activations. ■

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@VisitSPC.com
SportsSPC.com



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.



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CLEARWATER, FL
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PIE & ICE CREAM



ST. PETE
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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



BEACHES & BEYOND



COPY PLACEHOLDER FOR PUBLICATION-PROVIDED HEADLINE.

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NAME'S FAVORITE PLACES

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- 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

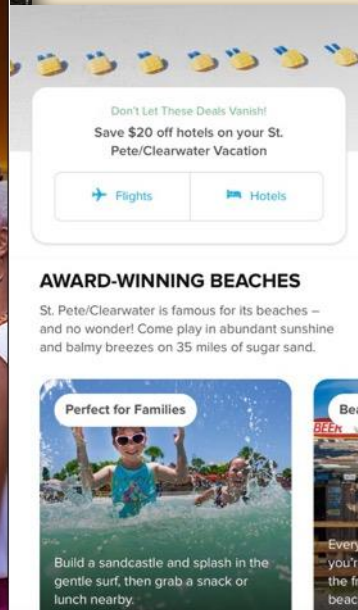
- **Streaming**

- 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







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