



**ST.PETE
CLEARWATER, FL**

Monthly Report.

January 2025

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.
KPI's Trade activity	Rooster for waiting for access to the KPI section on Simpleview.

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Ice Lolly/Travel Supermarket Campaign	<p>Visit Florida have confirmed a large multi channel campaign to run across Q1 and Q2 of 2025 with Ice Lolly and Travel Supermarket. There are options for Florida CVB's to run their own month-long campaigns alongside the activity. Rooster reviewed the tiered proposed campaign and have agreed to partner on the activity. The Ice Lolly team are attending Florida Huddle and have expressed an interest in visiting the destination. Rooster has assisted in making accommodation recommendations and contacted Wyndham Grand to host them in destination.</p> <p>Status: Ongoing. Proposal awaiting final sign off from Brand USA. Ice Lolly team staying in Clearwater and spending a day exploring Wyndham Grand Clearwater Beach pool, beach and dining facilities ahead of Florida Huddle meetings.</p>
Swanson's Winter Campaign (January-February)	<p>Rooster have agreed a last-minute joint campaign to promote St. Pete-Clearwater at a crucial booking period and encourage sales staff to focus on selling the destination. Florida continues to be a top selling destination in Sweden and at Swanson's, and by engaging during crucial bookings months, we aim to increase bookings. The campaign involves training, social marketing, digital marketing, newsletters and more. Swanson's will be attending Florida Huddle this year and have a meeting booked with Rose. Rooster assisted in Swanson's stay at Sheraton Sand Key, a top seller for them ahead of their attendance at Florida Huddle.</p> <p>Status: Ongoing, Rooster carried out a virtual training session ahead of the proposed activity, approved creative assets and worked with Visit SPC and Sheraton Sand Key to confirm Swanson's pre-Huddle stay.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.



Activity	Description
BA/BA Holidays	<p>Rooster have been in discussions with British airways, BA Holidays, Visit Tampa Bay and Tampa Airport to run a joint campaign to support the Gatwick to Tampa direct route as well as driving consideration and bookings to the State and have been regularly chasing a proposal. BA have partnered with Visit Florida to run a campaign to raise awareness of the region and move away from the stereotype that Florida only offers theme parks. It is due to run between April and May and is available for CVB participation. Rooster have worked with the Visit SPC team to keep BA Holidays up to date with the latest hotel re-opening dates</p> <p>Status: The above campaign is no longer happening due to TIA having spent the funds last year and no feedback from Visit Tampa Bay. Rooster are reviewing the most recent proposal, to be shared in February. Updated list of hotels shared with BA Holidays.</p>
Thomas Cook	<p>Rooster worked 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: Completed. The marketing activity finished on the 10th December. Full report of the activity will be sent in February.</p>
Optimised Audience Campaign UK	<p>Rooster confirmed involvement in a partnership with Miles and Brand USA for Winter as well as spring 2025. The campaigns are set to include seasonal interactive travel guide, programmatic ads as well as Expedia ads.</p> <p>Status: Confirmed and in progress. Assets approved for both campaigns.</p>

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Family Traveller Live	<p>Family Traveller Live will take place in March this year, the event will be held at the England Rugby National stadium and will see Travel brands showcasing their product and destinations to a wealthy family audience. Rooster have secured a key area in which to activate for St. Pete-Clearwater.</p> <p>Status: Ongoing. Attendance confirmed and budget approved. Call attended with the Family Traveller team to discuss potential activations with ideas and imagery sent following. To progress in February.</p>
London Craft Beer Festival Sponsorship	<p>London Craft Beer Festival (LCBF) is an annual event taking place between 19-20th July 2025. The festival offers breweries and destinations the chance to showcase their beers to a large crowd of beer enthusiasts. The increasing popularity of the event has meant that they've moved to a larger and more iconic venue. The festival offers a great opportunity to promote 'The Gulp Coast' to UK craft beer lovers.</p> <p>Status: Ongoing. Rooster have held calls with the organisers of the LCBF as well as an activation company to gauge costs for the event. Awaiting final approval from Visit SPC to confirm attendance or decline.</p>

Monthly Activity.

Rooster.

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, there were extended to November due to the activity being paused.</p> <p>Rooster have confirmed interest in hosting 8 top selling agents for 2-3 nights in destination. Hays have secured flights and are looking for support in arranging the hotel accommodation and ground arrangements.</p> <p>Status: Campaign Complete. Awaiting a full report from the activity which will be sent by Brand USA in February. FAM interest confirmed with discussions in progress.</p>
Visit Florida & TTG	<p>Visit Florida and TTG have partnered to provide their Florida partners the opportunity to support, educate and promote the diversity of experiences across Florida to travel agents across the UK & Ireland. Rooster have been reviewed the opportunity and suggest committing to the gold package that includes a dedicated partner page on the TTG Visit Florida Selling Guide, Countdown to Easter Online Game, 2 x trade messages & competition during the TTG Countdown to Easter online game as well as inclusion in the Florida Inspirations Project</p> <p>Status: Ongoing. Participation to be confirmed in February.</p>

Monthly Activity.

Rooster.

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 two-day sales mission, with stops in London 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 include an engaging and interactive format with an activity as well as time for training about the destination and participating hotels. Each evening will include plenty of time for informal networking to allow a more relaxed atmosphere for destination partners to mix with the agent base of each location.</p> <p>Status: Ongoing. Roadshow proposed for 3rd-6th March. VisitSPC to confirm final list of partners involved. Rooster to finalise costings and venues to present to VisitSPC for approval. Invites to go out early-February.</p>
Unite USA (March 2025)	<p>Rooster registered for the annual event for UK and European-based tour operators and US suppliers: tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies. The popular event, provides the perfect platform to hold pre-scheduled one-to-one meetings with key decision-makers to discuss destination updates, training and marketing opportunities with a range of partners.</p> <p>Status: Confirmed. Awaiting confirmed attendee list and portal opening for meeting requests.</p>

Monthly Activity.

Rooster.

Trainings, meeting and events.

Activity	Description
Trade FAM Trip June	<p>Rooster contacted British Airways and Virgin Atlantic to enquire about a reduced rate for the proposed FAM trip in June. The FAM is planned for either 1st – 5th June or 4th – 8th June. The trip will have around 15 attendees with 14 agents and a host from Rooster.</p> <p>Status: Ongoing. Virgin Atlantic have responded and are holding options for both dates. BA are yet to respond and have been chased. To progress in February.</p>
Sunway Training	<p>Pete will be attending Meet The Media in Dublin. Whilst visiting Dublin, Pete will travel to the Sunway offices, a leading Irish Tour Operator, on Tuesday 11th February to connect and give a training presentation to the team.</p> <p>Status: Confirmed. Visit booked at the Sunway office on 11th February.</p>
Taste of London	<p>Taking place from 18th-22nd June and attracting over 53,000 visitors, this show is a great opportunity to get in front of a targeted demographic of ABC1 visitors with a love of food and travel, we would stand out from the crowd stepping away from the crowded travel space. The event would align with the destination being a partner destination of the Michelin Guide.</p> <p>Status: Awaiting final approval from Visit SPC to confirm attendance or decline</p>

Monthly Activity.

Newsletters

Activity	Description
Consumer database	January / February newsletter to be drafted following the confirmation of a new template for the ampersand campaign; awaiting approval from Miles.
Trade database	January / February newsletter to be drafted following the confirmation of a new template for the ampersand campaign; awaiting approval from Miles.

Coverage Highlights

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

The Telegraph

50 fabulous family holidays for 2025

From hiking in wild Costa Rica to sailing through the Greek islands, there's never been more choice for an unforgettable family getaway. Here are Amanda Hyde's expert picks for the main school breaks

Florida

See a different side to Florida in the Gulf-side cities of St Pete/Clearwater, where you can spot dolphins, paddle by clear-bottomed kayak and hop aboard Captain Memo's Pirate Ship to cruise along the coast.

Suites at the new Opal Sol (001866258

The Telegraph

The ultimate guide to Florida

Forget the stereotypes: here's how to find the best of Florida's culture, food, nature and, of course, theme parks and beaches

Sister cities

Cross through the middle of the state on the road called Alligator Alley – you'll often see the reptiles sunning themselves along culverts lining the highway – to make your way back north along Florida's Gulf coast. The sister cities of Tampa and St Petersburg (known more commonly as simply St Pete) sit across the bay from each other but offer very different experiences. Tampa feels more tony, especially downtown in the new Water Street Tampa district, where [The Tampa Edition](#) makes for a swanky and central base for strolling the Tampa Riverwalk or boarding the [Craft](#) yacht for a culinary and cocktail-themed river cruise.

Across the bay in St. Pete, home to [The Dali Museum](#) and a cache of other world-class collections, the vibe skews more indie at cafes along Beach Drive and Central Avenue ([Allelo](#) is a favorite for Aegean-inspired seafood). Families will love the splash pad at the [St. Pete Pier](#) while couples and friends crowd the rooftop tiki bar crowning it. On weekends, all of St. Pete seems to come out for the [Saturday Morning Market](#), where you can browse local produce, shop for Florida honey and sea sponges, or listen to live music while sipping from a freshly macheted coconut.

Rooster.

Fiscal Year to Date Results.

Click for [CoverageBook](#).



25

Pieces of Coverage

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



36.2M

Audience

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



1.54M

Estimated Views

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



60

Avg. Domain Authority

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



4.42M

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

Rooster.

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
01/11/2025	National	The Daily Telegraph	50 Fabulous Family Holidays for 2025	1,190,000
01/17/2025	National	The Daily Telegraph	The ultimate guide to Florida	29,500,000

Monthly Activity.

Account Management.

Activity	Description
Client liaison & account management	Rooster conducted media scans, participated in update / messaging calls, and supported on developing key messages relevant to UK, Ireland and Scandinavian markets. Status: Complete.
Coverage tracking & logging	Rooster logged all secured coverage internally, on SimpleView, and in CoverageBook. Status: Complete.
Boilerplate edits	Rooster made changes for UK, Ireland and Scandinavia market version of boilerplate for media use. Status: Complete.
Flagging articles of note	Rooster flagged any relevant media articles (e.g. re political landscape, Hurricane impacts) to client. Status: Complete.

Monthly Activity.

Media materials and liaison.

Activity	Description
Release: Winter Sun in St. Pete-Clearwater	<p>Rooster drafted and distributed a release regarding great winter sun activities in SPC in 2025 and beyond.</p> <p>Status: Ongoing; release distributed to national, consumer and travel media and follow-ups continue and proactive pitching ongoing.</p>
Release: St. Pete-Clearwater: Florida's Newest Culinary Hotspot	<p>Rooster drafted a release showcasing the excellent culinary offerings found in St. Pete-Clearwater ahead of the official Michelin announcement in February 2025.</p> <p>Status: Ongoing; release finalised and shared with VisitSPC for approval to be distributed the week following the initial announcement of the Michelin Guide accreditation.</p>
Pitch: Winter Pride in St. Pete-Clearwater	<p>Rooster drafted and pitched Winter Pride event to selected LGBTQ+ media.</p> <p>Status: Complete.</p>

Monthly Activity.

Media materials and liaison.

Activity	Description
Monthly dedicated pitching	<p>Rooster pitched new hotels to Andy Hill at Vera Magazine and Jane Knight at MailOnline.</p> <p>Rooster pitched to Lisa Minot at The Sun for the new Sun Spotlight On column and shared images.</p> <p>Rooster pitched Opal Sol & Elliot Aster for what's new in SPC to Alice Barnes Brown at Travel Weekly.</p> <p>Status: Follow-ups complete.</p>
TV & broadcast opportunities	<p>Rooster engaged with Waddel Media, the production company filming 'Escape to Florida' for Channel 4 in the UK in 2025. Rooster shared initial questions to scope a possible partnership.</p> <p>Status: To be shared with client for review.</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 this fiscal year.</p>
Press trip + podcast: Family Traveller	<p>Rooster secured a press trip for a Family Traveller journalist in October 2024, who will soon 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>Rooster had extensive liaison with Aaron regarding podcast as well as Beth Bell to set up the recording session.</p> <p>Status: Trip complete, feedback received. Coverage and podcast publish dates set for February 2025.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Group influencer trip (w/c 24 February 2025)	<p>Rooster has continued organising a group influencer trip for February 2025. Showcasing St. Pete-Clearwater as the 'Ultimate Ladies Trip', this group trip will highlight the destination as alternative to hot spots such as Miami, or popular Mediterranean choices.</p> <p>Status: Proposal approved; dates chosen for w/c 24 February 2025. All attendees confirmed. Draft itinerary with VisitSPC, partner outreach ongoing. Bios shared.</p>
Press trip: Fused Magazine	<p>Rooster has secured a press trip with Fused Magazine, 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 Q2 2025.</p>

Monthly Activity.

Rooster.

Media Events / Engagement.

Activity	Description
IMM London 2025	<p>IMM London is a media engagement event taking place 17-18 February in London. Rooster will secure 1:1 media appointments with press and bloggers during the two-day show for Jason and one Rooster representative. Rooster has managed the scheduling of appointments and meetings for the event throughout January.</p> <p>Rooster has shared all information on the event at present, and will share a briefing with detailed talking points ahead of the show. Rooster developed invitation for Monday night exclusive media networking with Jason.</p> <p>Status: Ongoing; artwork provided, meeting scheduling to be finalised.</p>
Meet the Media, Dublin	<p>Dublin Meet the Media is a media engagement event taking place on 10 February in Dublin. This event sees top Irish media and bloggers meet on one day for 1:1 appointments.</p> <p>Rooster has registered and has managed the scheduling of appointments and meetings for the event. Rooster has also booked a tour operator training with Sunway Travel on 11 February.</p> <p>Status: Scheduling ongoing, to be complete by 8 February deadline. Trainings with Sunway secured.</p>

Contact.

We're here to answer any questions.

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