

A scenic background image of a beach at sunset. The sky is a mix of orange, yellow, and light blue with scattered clouds. The sun is a bright yellow circle on the horizon. In the foreground, the silhouettes of several people are visible: some are sitting on beach chairs, one person is standing with their back to the camera looking at the sun, and others are sitting or standing further back. A large palm tree is on the left side of the frame. A large, thick, pink ampersand is centered in the image, partially overlapping the sun and the people.

**PUBLIC RELATIONS**

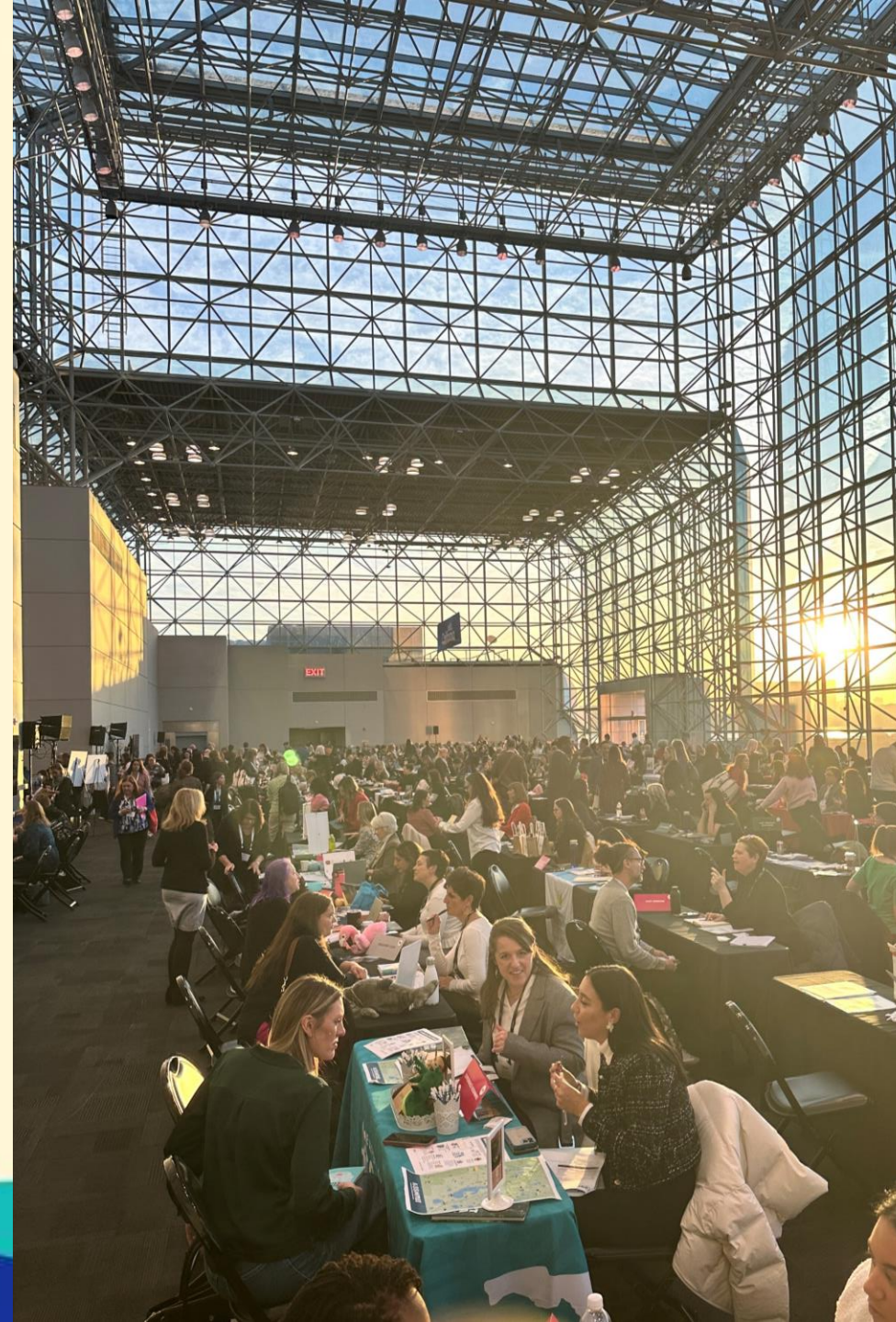
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**MORE**



# IMM – NEW YORK CITY

- 37 media meetings in 1 day, sharing some appointments with our rep from MMGY
- Many freelancers with major publications like New York Times, Globe and Mail, Afar, Conde Nast Traveler, Food and Wine and more, as well as some content creators





# IMM – LONDON

- 35 media meetings over a day and a half
- The Sun, The Daily Mail, Scottish Times – to name a few, and content creators
- Also, able host a special gathering at a nearby restaurant with special invite only journalists to meet with media members we weren't able to match up with for meetings during the event – organized by our agency Rooster

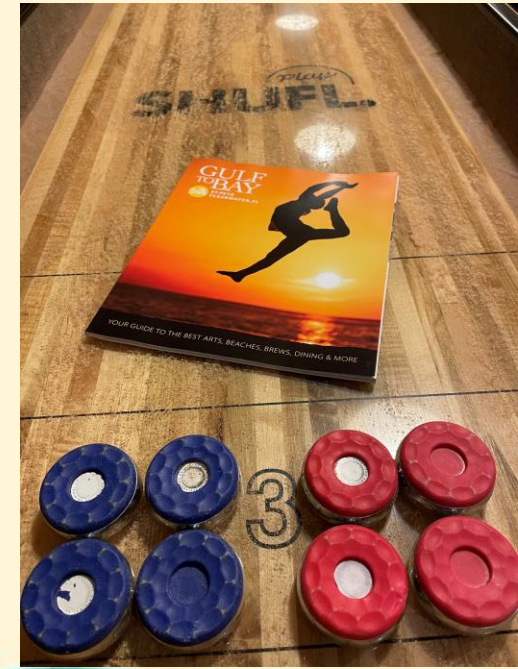


# MEDIA MISSION - ZURICH

- Met with 9 media members over two days with local newspapers, magazines, and travel trade – organized by our agency Kaus



- Held a special shuffleboard event in downtown Zurich with a handful of invited, targeted media
- Also able to meet with officials from Edelweiss Air to discuss our direct route and continue to strengthen our relationship with the carrier





# SMT (Satellite Media Tour)

- Partnered with travel expert Laura Begley Bloom on SMT that ran from Feb. 11 through Feb. 24.
- Over this two-week stretch, Laura secured broadcast TV interviews in key out of state target markets, including:
  - Chicago
  - Philadelphia
  - Atlanta
  - Detroit
  - Charlotte
  - Columbus
  - Cincinnati
- Each segment was approximately 3 minutes long and focused on the beaches, culinary offerings, arts scene & golfing while also spotlighting places to stay.
- Reach an estimated audience of 50 million via TV, radio and internet.

# SMT (Satellite Media Tour)



# MEDIA VISITS

- 26 scheduled media visits from February through May
- 40+ journalists visiting St. Pete-Clearwater
- Exploring the destination from Gulfport all the way up to Tarpon Springs and everything in between
- Journalists from U.S. as well as six other countries - Canada, UK, Germany, Netherlands, Switzerland and Mexico



# MEDIA VISITS

