

MARKETING UPDATE

APRIL 2025



ST.PETE
CLEARWATER, FL

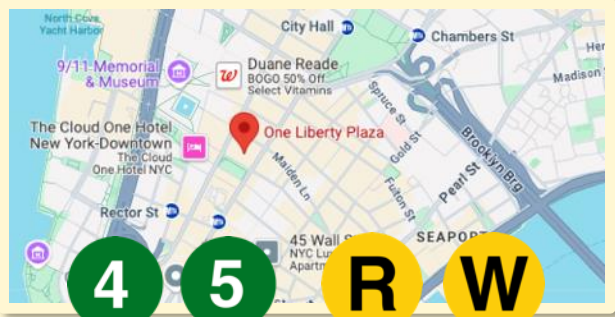
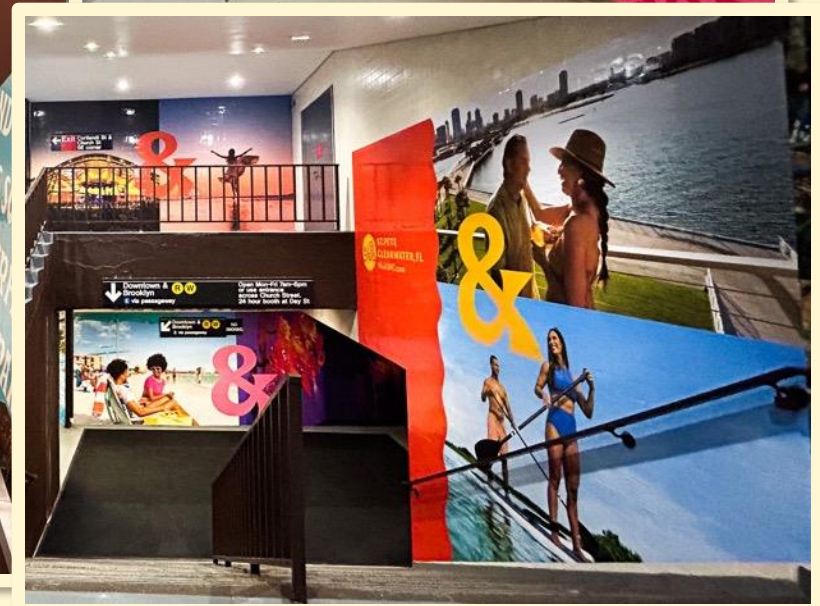
AMPERSAND

Launched campaign in key markets primarily in the Northeast and Midwest

- Billboards, TV, Digital & Radio  



NYC Subway One Liberty Plaza
Jan 7th – April TBD
Over 10 Million additional impressions



4 5 R W

&THE COMMUNITY

AXIOS

What they're saying: "The '&' in 'Sand & Kites & Coastal Delights' is more than just a symbol; it represents the essence of Treasure Island and Visit St. Pete Clearwater's theme: We are more than a beach," reads the press release.

- "The ampersand conveys the idea that our island is a place where the beach connects to so much more that makes our destination special," it adds.



EVENTS

Leveraging Elite Events to maximize exposure



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SPONSORSHIPS

The Official Beaches of the **Philadelphia Union**



SPONSORSHIPS

The Official Beaches of FC Cincinnati



SPONSORSHIPS

TV exposure through partnerships with Tampa Bay teams

- Digital board replacement for away broadcasts of Lightning games



SPONSORSHIPS

Capitalize on viral moments in addition to media assets

- 4/8/25 Zack Hample “Catch” >1.5M views on social in 24hrs



2025 WHAT'S NEXT

- Pre-planned Seasonal shift from NE/MW to South and Florida
- More focus on drive markets for the next few months
 - Orlando, Miami, Jacksonville, Atlanta and Greater Tampa Bay
- Media Plan
 - TV/Radio, Outdoor, Gas Stations
- Key initiatives
 - Activations at events in Atlanta
 - Leveraging the TB Rays media footprint via radio and TV-visible signage
 - Exploring other opportunities in the greater TB area
- Digital advertising continues nationally and internationally

HOTEL BOOKING ENGINE

- Soft launched a booking engine on VisitSPC.com
- Aggregation of promoted rates for hotels across the county
 - Free for hotels, no commissions

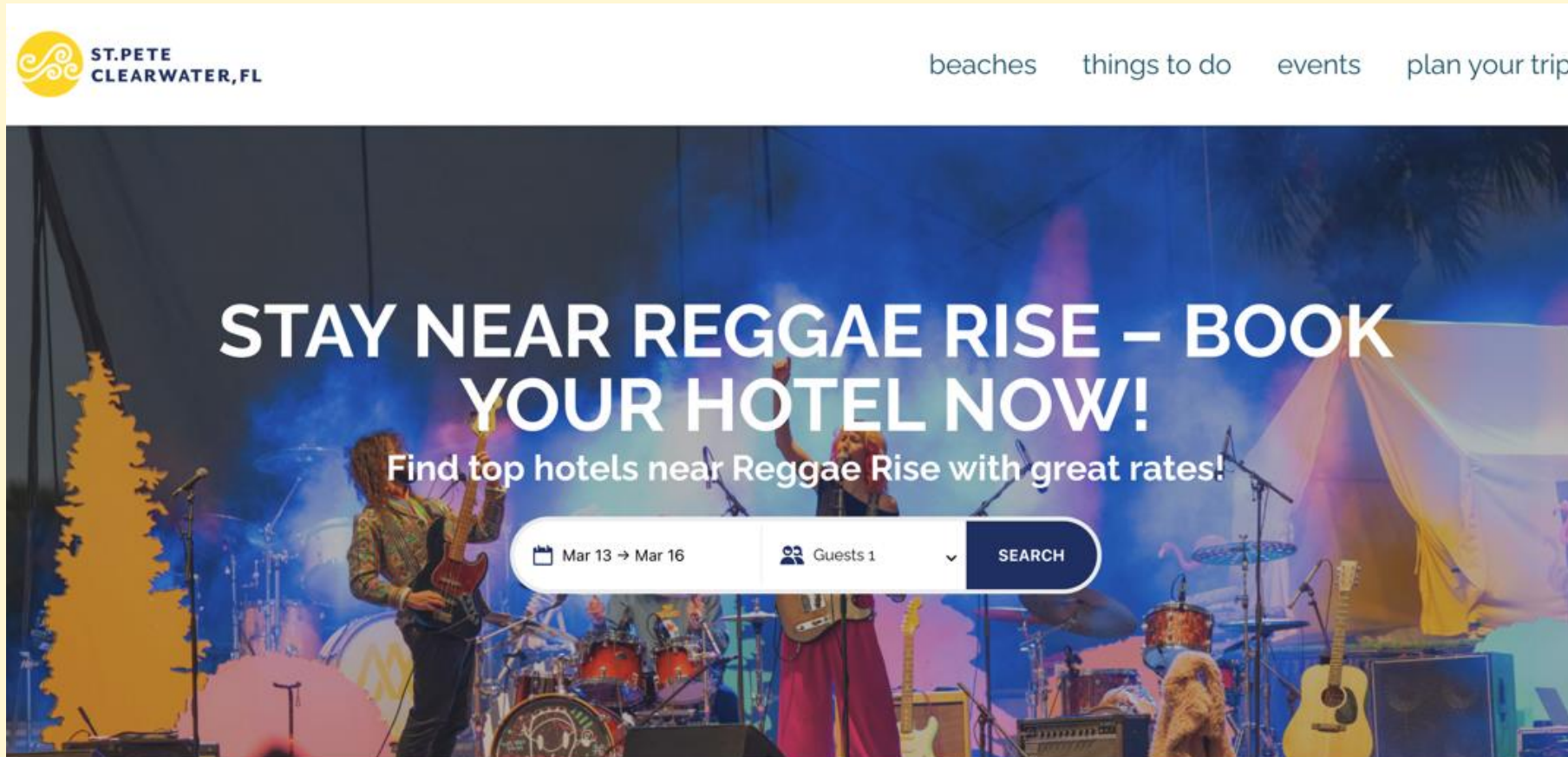
The screenshot displays the hotel booking engine interface for St. Pete Clearwater, FL. The top navigation bar includes the logo and links for "beaches", "things to do", "events", and "plan your trip". The search filters are set for a stay from Jun 01, 2025 to Jun 07, 2025, for 2 adults, 0 children, and 1 unit. The results are sorted by price, showing 213 places to stay. The top three results are:

Hotel Name	Location	Per Night Rate	Total Stay with Fees
DoubleTree Beach Resort by Hilton Hotel Tampa Bay - North Redington Beach	Indian Shores - Redington Hotel	\$325	\$2,207
Hilton Clearwater Beach Resort & Spa	Clearwater Hotel	\$395	\$2,919
TradeWinds Island Grand Beach Resort	St. Pete Beach Hotel	per night \$412	per night

The map on the right shows the geographic distribution of hotels across the Clearwater and Indian Shores areas, with price markers ranging from \$133 to \$488. The map includes labels for various locations such as Clearwater, Indian Shores, Largo, and Pinellas Park.

HOTEL BOOKING ENGINE

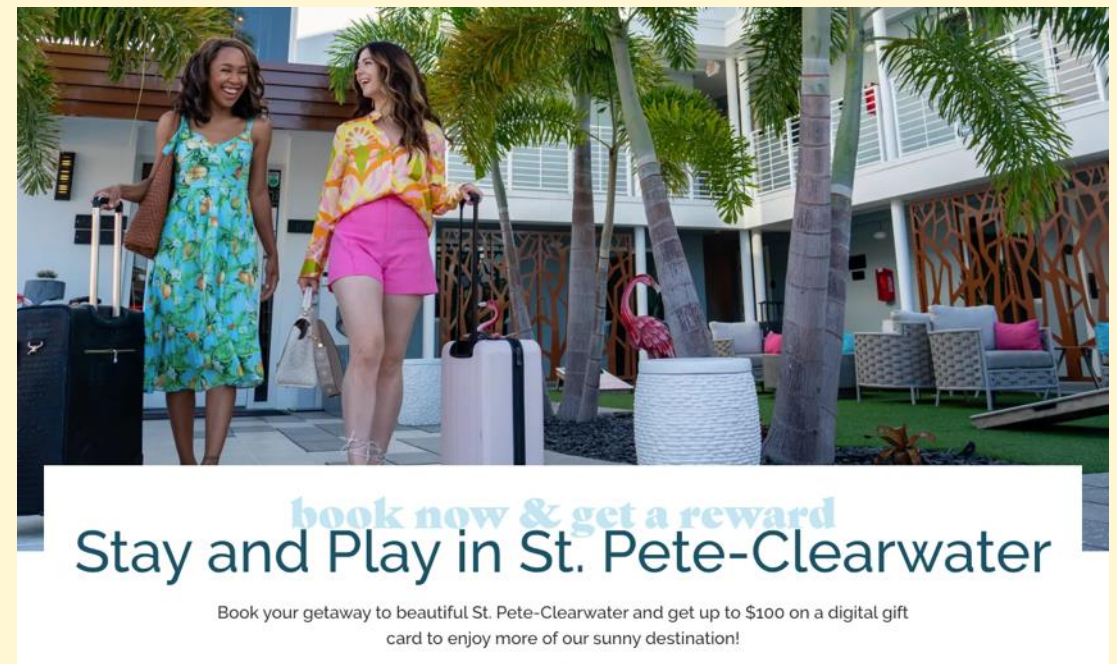
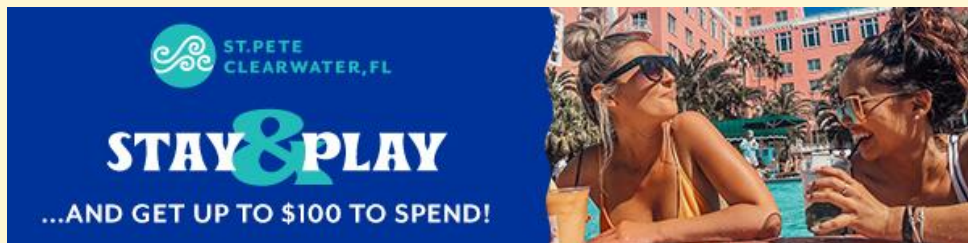
- Allows us to create customized options for Elite Events
 - Sugar Sands, Reggae Rise Up etc.



The screenshot shows a website header for "ST. PETE CLEARWATER, FL" with navigation links for "beaches", "things to do", "events", and "plan your trip". The main content area features a large image of a reggae band performing on stage. Overlaid on the image is the text "STAY NEAR REGGAE RISE – BOOK YOUR HOTEL NOW!" and "Find top hotels near Reggae Rise with great rates!". Below the text is a search bar with a date range of "Mar 13 → Mar 16", "Guests 1", and a "SEARCH" button.

HOTEL BOOKING ENGINE

- Special promotions
 - Stay 3 nights or more and get \$100 to spend on activities in destination
 - 2 nights and get a \$50 gift card
 - Promotion runs April 28th May 19th for reservations through June 1st



360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS & GROUPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHELLS & SANDCASTLES & SWIMSUITS & SUNGLASSES & FLIP-FLOPS & BEACH NAPS & CANNONBALLS IN THE POOL & SNORKELING & PALM TREES & VISIT ST. PETE-CLEARWATER & 360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS



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CLEARWATER, FL**