



**ST.PETE
CLEARWATER, FL**

Monthly Report.

February 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 waiting for access to the KPI section on Simpleview.

Monthly Activity.

Consumer & Trade engagement opportunities.

Activity	Description
Icelolly/Travel Supermarket Campaign	<p>Visit Florida have confirmed a large multi channel campaign to run across Q1 and Q2 of 2025 with Icelolly 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 Icelolly team attended Florida Huddle and stayed in the destination, visiting Wyndham Grand during their stay.</p> <p>Status: Ongoing. Proposal signed off by Brand USA, confirmed month of activity is June. Discussing hosting Influencer Teddy Soares in May to promote the destination during the campaign.</p>
Swanson's Winter Campaign (January-February)	<p>Rooster 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. The campaign involves training, social marketing, digital marketing, newsletters and more. Swanson's attended Florida Huddle this year and had a meeting 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: Paused, Swanson's temporarily stopped the scheduled activity due to negative comments on their social accounts for travel to USA. Rooster have been discussing partnering with Victor Hedman and including NHL tickets as part of dedicated holiday packages, the remaining social budget may accompany this activity instead. Magnus stayed with Sheraton Sand Key ahead of Swanson's attendance at Huddle.</p>

Monthly Activity.

Rooster.

Consumer & Trade engagement opportunities.

Activity	Description
BA/BA Holidays	<p>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 also continued to work with the VisitSPC team to keep BA Holidays up to date with the latest hotel re-opening dates</p> <p>Status: Ongoing. Rooster confirmed their participation and submitted the brief to BA Holidays. Assets to be reviewed in March.</p>
Barrhead Travel	<p>Rooster worked on a joint marketing campaign with Barrhead Travel last year to improve the St. Pete-Clearwater presence on their website, create engaging content and drive sales to the destination. Barrhead have been preparing a Florida campaign, working with several CVB's with a view to improving their content and sales to the area.</p> <p>Status: Ongoing. Call attended to discuss the campaign ahead of sign off with Brand USA. Package inclusive of Highland Games requested to include in media pitching. Meeting at Unite in March secured to continue discussions.</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 include seasonal interactive travel guide, programmatic ads as well as Expedia ads.</p> <p>Status: Confirmed and in progress. Assets approved for both campaigns. Full list of 45 hotels sent through to accompany the campaign.</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 an affluent family audience. Rooster have secured a key area pitch side for an interactive activation for a St. Pete-Clearwater.</p> <p>Status: Ongoing. Attendance confirmed and budget approved. Finalising design with branded beach activation with shuffleboard, corn hole as well as a colourful Frenchy's backdrop set up ideas being progressed. A key tour operator Ocean Holidays will be on hand to help with enquire. Final designs to be shared in March ahead of attendance at the show.</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: Declined. Rooster have informed LCBF that we will not be exhibiting this year in order to focus on other events.</p>

Monthly Activity.

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. Off the back of a successful campaign with Hays Travel in collaboration with Brand USA, we've been offered the opportunity to host Hays Travel top sellers in destination from 5-8th May 2025.</p> <p>Rooster have confirmed interest in hosting 15 top selling agents in destination. Hays have secured flights and are looking for support in arranging the hotel accommodation and ground arrangements.</p> <p>Status: Ongoing. FAM interest confirmed with discussions in progress regarding chosen hosting hotel as well as itinerary.</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 confirmed 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: Confirmed. Awaiting next steps ahead of activity going live. To be progressed in March.</p>

Monthly Activity.

Rooster.

Trainings, meeting and events.

Activity	Description
Visit St. Pete-Clearwater UK Roadshow (March 2025)	<p>Rooster confirmed a sales mission roadshow for Visit St. Pete-Clearwater and in-destination partners in March 2025. This three-day sales mission, covering London and Manchester, aims to promote a closer relationship between destination partners and UK agents who will be selling the destination.</p> <p>The first day will include a virtual training with Ocean Florida, followed by a trip to Virgin Atlantic HQ to train the Virgin Holidays staff. After this the delegation will host a networking dinner in London with selected key partners.</p> <p>There will be two evening events, run in an engaging and interactive format with activities, training and a quiz about SPC and the participating hotels. Each evening will include plenty of time for informal networking allowing destination partners to mix with the agent base of each location. The events were promoted centrally by Hays, Barrhead, Flight Centre, Trailfinders and Travel Counsellors. Emails were sent out through our database as well as Travel Gossip and Inspire My Holiday also in addition to the Travel Gossip website & FB page all for no cost!</p> <p>Status: Ongoing. Roadshow scheduled for 3rd-6th March. Trainings booked in with Ocean and Virgin Atlantic Holidays. 9 Key operators confirmed for Monday night dinner/ Manchester scheduled to have 55 agents attending with 85 due in London. Site visits completed for evening events.</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. Rooster have inputted all details into the platform and confirmed a full meeting schedule ahead of the event on 11th March.</p>

Monthly Activity.

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 has been confirmed for 1st – 5th June. The trip will have up to 15 attendees with 14 agents and a host from Rooster depending on budgets.</p> <p>Status: Ongoing. Virgin Atlantic have held flight options for up to 15 attendees. Once final numbers have been established Rooster will complete the list of attendees as well as progressing the itinerary.</p>
Sunway Training	<p>Pete attended Meet The Media in Dublin. Whilst visiting Dublin, Pete travelled to the Sunway offices, a leading Irish Tour Operator, on Tuesday 11th February to connect and gave a presentation to their team.</p> <p>Status: Visit complete, destination training provided to nine agents. Additional collateral given to sales team who were unable to attend. Brochures left in training area.</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. Attendance to be confirmed in March.</p>

Monthly Activity.

Newsletters

Activity	Description
Trade database	<p>Throughout February, Rooster provided focus on the upcoming UK roadshow, promoting the agent-first event through numerous newsletters. These highlighted the importance of the roadshow and provided agents with the means to sign up.</p> <p>Status: Eight newsletters sent to key travel agents and industry partners.</p>

Coverage Highlights

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The Telegraph

The 10 best holiday destinations for April sun

With two windows for a short break in the mix this year, April is a great month for a sunshine getaway

42 Gift this article free



As Fester curls into view, our travel expert shares his 10 sultry short-cuts to the sun. Credit: Getty Images

You're wrong about Florida: here's how to experience the best of the Sunshine State

Terry Ward shares her 10-day itinerary exploring Florida's culture, food, nature and, of course, theme parks and beaches

Florida has a bit of a reputation: from the extravagant theme parks and the beachfront resorts offering prime fly-and-flop deals, to its most famous residents, it houses not only US President Donald Trump's gold-trimmed Palm Beach estate, but also alligators, manatees, surfers, escape artists and every ilk of living and breathing thing in between. But focusing solely on the glitz and glam, or swamps and thrills, does nothing but sell the Sunshine State short.

Over the course of a single day here, you can watch the sun peek up over the Atlantic Ocean and perhaps catch a rocket launch or see baby sea turtles emerging from their nests, ride a roller coaster and take in a world-class art museum before sunset over the Gulf of Mexico, clear across the state.

Of course, you hardly need to be that ambitious. Sometimes a lounge chair and something frosty on tap also suffices. When it comes to a vacation destination in the US that's a quick hop across the pond and offers sunshine in spades, stunning — and largely empty, by European standards — beaches, world-class golf and endless theme-park attractions, Florida makes it hard for other states to get a word in edgewise.

This 10-day itinerary is designed to showcase Florida's superlative natural beauty, quirky characters, fresh seafood and cultural and urban revelations, so allow me show you how to make the most of the state I've called home for nearly three

decades. Begin in Orlando to tick the theme-park boxes and also discover some new sides to this central city, then cruise off in your rental car to experience the facets of Florida you might never have known existed. You can tweak the days I suggest spending in each place to cater to the type of fun that best suits your vacation style. But whatever you do, slather on that sunscreen (we've seen how rosy some of you can get on our shores).

Days 1 & 2

Orlando

Splashing down Fly to Orlando (direct from London and Manchester) and check in to Evermore Resort (evermoresort.com), where you can choose from an entire vacation home or hotel-style accommodations as your base. The resort has an eight-acre man-made lagoon that looks like a turquoise swath of the Bahamas in Central Florida. You can unwind from your flight on a sandy beach or get out on to the water using one of the resort's loaner paddle boards or kayaks.

The undisputed theme park capital of the world will soon be getting a brand new destination when Epic Universe (universolorlando.com) opens in May this year. It will be Universal Orlando Resort's fourth theme park, complete with a new Harry Potter attraction, The Wizarding World of Harry Potter: Ministry of Magic. Until that new distraction arrives, you can spend a day or two at any number of Disney's heavy hitters, including the

Magic Kingdom Park (disneyworld.co.uk), with its Tron Lightcycle Run that propels riders up to 50mph, or the new log flume-style attraction, Tiana's Bayou Adventure. **Keep it natural** For an antidote to a hectic theme park day, head to the beautiful town of Winter Park, not far from downtown Orlando. Start the morning with an appropriately American-sized tower of raspberry lemon cream pancakes at Briarpatch Restaurant (briarpatchrestaurant.com) then head out for a pontoon cruise on the Winter Park chain of Lakes Scenic Boat Tour (scenicboatours.com). Watch for elaborate landscaping surrounding the waterfront mansions and resident bird life — cormorants, blue herons and eagles are often spotted.

If you fancy a swim, it's about a 35-minute drive north-west to reach beautiful Wokiba Springs State Park (floridastateparks.org), where the freshwater bubbling up from the spring head is as clear as gin and a refreshing 72F, or 22C, year round (Floridians recall, but you were made for these temperatures, of course). Rent a snorkel mask to marvel at the turquoise and emerald underwater hues and look for gar fish and red-bellied cooters (the local name for turtles).

Day 3

Cocoa Beach and Cape Canaveral

Rockets and sea turtles Drive from Orlando to Cape Canaveral,

Travel bulletin

St. Pete-Clearwater earns Michelin-star status

ST-PETE CLEARWATER is an official partner destination of 2025's MICHELIN Guide Florida.

The destination recently earned the coveted status as the Gulf Coast's only entrant into the state's Michelin guide.

Visit St. Pete-Clearwater's president and CEO, Brian Lowack, said, "Over the past few years, we've seen our food scene grow and thrive at a rate like never before... with amazing downtown spots, fine dining experiences, hidden gems in our surrounding small towns, and a thriving global cuisine scene along Central Avenue in St. Pete, whatever you desire, there is a spot to suit." www.visitstpeteclearwater.com

Rooster.

Fiscal Year to Date Results.

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33

Pieces of Coverage

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


573M

Audience

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


4.63M

Estimated Views

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


63

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


95

Max. Domain Authority

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

Monthly Coverage.

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Date	Type	Publication	Headline / link	MUU / circ
02/01/2025	National	The Daily Telegraph	You're wrong about Florida: here's how to experience the best of the Sunshine State	1,190,000
02/05/2025	Consumer	Family Traveller	Explore St. Pete-Clearwater: Celebrity Dolphins, Salvador Dali, and America's Favourite Beaches	20,000
02/05/2025	Trade	ITTN	St Pete-Clearwater Added to Expanded Michelin Guide to Florida	8,660
02/10/2025	National	Telegraph	The 10 Best Holiday Destinations for April Sun	28,000,000
02/10/2025	National	Yahoo! Life	The 10 Best Holiday Destinations for April Sun	414,000,000
02/10/2025	National	MSN	The 10 Best Holiday Destinations for April Sun	123,000,000
02/12/2025	Consumer	Crave Magazine	St. Pete-Clearwater: Florida's Newest Foodie Destination	10,600
02/13/2025	Trade	ITTN	Six Takeaways from Travel Media's 'Meet the Media' Day	8,600

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
02/24/2025	Trade	Travel Bulletin	St. Pete-Clearwater earns Michelin-Star status	5,180
02/25/2025	Consumer	H&N Magazine	St. Pete-Clearwater: Florida's Newest Michelin Hotspot and Foodie Destination	19,100

Monthly Activity.

Account Management.

Activity	Description
Client liaison & account management	Rooster participated in bi-weekly PR and Marketing planning calls and monthly PR status calls. Rooster shared PR reports for January. Status: Complete.
Coverage tracking & logging	Rooster logged all secured coverage internally, on SimpleView, and in CoverageBook. Status: Complete.
Flagging articles of note	Rooster flagged any relevant media articles (e.g. re political landscape) to client. Status: Complete.

Monthly Activity.

Media materials and liaison.

Activity	Description
Release: St. Pete-Clearwater: Florida's Newest Culinary Hotspot	Rooster pitched release showcasing the excellent culinary offerings found in St. Pete-Clearwater ahead of the official Michelin announcement in February 2025. Status: Pitching complete with follow-ups, release used as main hook for discussions at IMM, and for ongoing conversations around the May group media FAM.

Monthly Activity.

Media materials and liaison.

Activity	Description
Monthly dedicated pitching	<p>Pitched the Michelin release to Angela Riches at H&N Magazine, and secured coverage on the announcement.</p> <p>Pitched to Carly Honeyfield at Bauer Magazines for slot on sunny summer holidays.</p> <p>Pitched to Elizabeth Webber at Delicious Magazine re Michelin news.</p> <p>Pitched to Kate Ng, freelance, re Michelin news.</p> <p>Rooster invited Alice Barnes-Brown at Travel Weekly to the UK Roadshow in London.</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 progressed conversations as set up a call for further planning.</p> <p>Status: Interest confirmed, team now directly in comms with VisitSPC.</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. Many conversations at IMM centered around individual press trip opportunities.</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, as well as a podcast episode and social posts.</p> <p>This campaign is in collaboration with Brand USA.</p> <p>Status: Trip complete, feedback received. Coverage and podcast shared. Promotional activity (email) completed in February. Social posts coming in March.</p>
Victor Hedman partnership	<p>Rooster discussed a possible partnership with Swedish ice hockey player and Captain of TBL, Victor Hedman. Currently scoping ideas and how to work together to best present the partnership and engage with Scandinavian travellers.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Group influencer trip (w/c 24 February 2025)	<p>Rooster continued organising and hosted the group influencer trip in February 2025. Showcasing St. Pete-Clearwater as the 'Ultimate Ladies Trip', the trip was hugely successful and social coverage has been published throughout end of February and early March.</p> <p>Status: Bios shared, itinerary completed, trip has taken place. Report to be shared in due course once all coverage / social posts are live.</p>
Group press trip (16-20 May 2025)	<p>Rooster shared a group press trip plan with theme, proposed itinerary, targets and timeline. VisitSPC to reach out to potential hotel partners to gauge interest and availability to host.</p> <p>Status: Rooster awaiting update from VisitSPC re hotel partner support. Rooster to develop invite and begin outreach in March.</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>Status: Rooster to begin working on itinerary in March 2025.</p>

Monthly Activity.

Media Events / Engagement.

Activity	Description
IMM London 2025	<p>IMM London took place 17-18 February in London. Rooster secured quality media meetings across the two days. Rooster hosted an intimate reception with eight key media contacts, furthering conversations for trips / editorial throughout 2025.</p> <p>Status: Complete with follow-ups conducted by Jason. Discussions on 2025 press trips ongoing with a number of contacts met across the event.</p>
Meet the Media, Dublin	<p>Dublin Meet the Media was a media engagement event that took place on 10 February in Dublin. This event saw top Irish media and bloggers meet on one day for 1:1 appointments.</p> <p>Rooster managed the scheduling of appointments and meetings for the event, meeting with 25 key media and influencers within Ireland.</p> <p>Status: Event complete with follow-ups conducted with key targets for 2025.</p>

Contact.

We're here to answer any questions.

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