



**ST.PETE
CLEARWATER, FL**

Monthly Report.

April 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 call on 17 th April.
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.
US I-Visa Updates	Rooster liaised with VisitSPC and Brand USA regarding visa requirements for press trips. This information was shared with press trip attendees and targets. Brand USA to cover the cost of US I-Visas. Confirmed process with Visit Florida UK (Gosh PR).

Monthly Activity.

Account management, activity and planning.

Activity	Description
Flagging AOI and Media Scanning	<p>Rooster continually reviewed the day-to-day media sentiment in the UK regarding ongoing geopolitical challenges for tourism with the USA and UK.</p> <p>Rooster liaised with VisitSPC and flags relevant articles relating to the Clearwater Ferry incident, and subsequent UK media coverage.</p>
Travel Marketing Awards 2025	<p>Rooster drafted and submitted Visit St. Pete-Clearwater's campaign with Gaydio for nomination at the UK Travel Marketing Awards 2025, awaiting feedback/result.</p>
Visit USA Profile	<p>Rooster continued to update and maintain Visit St. Pete-Clearwater's profiles with Visit USA in the UK and Ireland. Rooster submitted news for inclusion in Visit USA's Blog, secured.</p>
Pinellas County Economic Development Visit – 4 th June 2025	<p>Rooster has been in contact with the team at Pinellas County Economic Development (PECD) to organise a luncheon and afternoon activity prior to their evening event at the US Embassy in Nine Elms on Wednesday 4th June. Rooster has completed research and outreach regarding their visit, and has attended numerous calls to discuss the plan for the day with the PECD team. Rooster will be attending the day to host the PECD team, and will be presenting during the luncheon to showcase Visit St. Pete-Clearwater's work.</p> <p>Status: Ongoing; to secure the venue and request a full list of delegates.</p>

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 with June selected as the chosen month. As part of the wider campaign, family Influencer Chantelle Champs will be travelling to the destination in May to capture content, staying at TradeWinds between 7-9th May.</p> <p>Status: Ongoing. Proposal signed off by Brand USA, confirmed month of activity is June. Influencer stay secured at Tradewinds between 7-9th May, hotel partner and itinerary confirmed, to request post-stay feedback once trip is complete.</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 is a top selling destination in Sweden and at Swanson's. The campaign involves training, social marketing, digital marketing, newsletters and more.</p> <p>Status: Paused, Swanson's temporarily paused the scheduled activity due to negative comments on their social accounts for travel to USA. Catch-up call complete in April, to touch base with the Swanson's team on resuming activity after May for a September start. Additional activity discussed, to propose deliverables closer to September.</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. The campaign will run between April and May and includes several CVB partners. Rooster have also continued to work with the VisitSPC team to keep BA Holidays up to date with the latest hotel re-opening dates and details.</p> <p>Status: Ongoing. Rooster have worked with the BA Holidays team to review assets with all now live and in progress. Awaiting performance results of the campaign.</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. Campaign inclusions in discussion for a campaign to run across May and June as well as a phase two in September. IO to be sent to Brand USA in May ahead of an immediate start.</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 guides, programmatic ads as well as Expedia ads.</p> <p>Status: Confirmed and in progress. Assets approved for both campaigns. List of 45 hotels reviewed and submitted as part of the campaign.</p>

Monthly Activity.

Rooster.

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Holidays	<p>Rooster attended a call with Virgin Atlantic Holidays to establish recent trends and trading conditions as well as discuss how we can partner to grow visitation to St. Pete-Clearwater.</p> <p>Trading has been tough in general for Virgin Holidays. Their January results were ok but not amazing. They've reported people requesting to cancel their holidays or move to other destinations. With an upcoming brand campaign as well as activity with Disney and Universal, there's going to be a strong Florida focus in May. There could be an opportunity to partner with Kissimmee to promote Twin Centre holidays.</p> <p>Status: Awaiting Proposal. Interest confirmed in partnering on a September campaign with Kissimmee through Brand USA funds.</p>
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 as well as partnering for a reduced rate campaign to promote the Destination through Brand USA.</p> <p>Status: Ongoing. Hotel and itinerary confirmed ahead of trip, with amends made as suggested by Hays Travel. To follow-up post-trip for feedback. Initial briefing assets have been sent through to the Hays team ahead of the proposed June commencement of the campaign.</p>

Monthly Activity.

Rooster.

Trainings, meeting and events.

Activity	Description
Trade FAM Trip June	<p>Rooster have held flights with Virgin Atlantic for the proposed FAM trip in June. The FAM has been confirmed for 1st – 5th June. The trip will have 15 attendees that include 13 agents, a trade media representative and a host from Rooster.</p> <p>Status: Ongoing. Virgin Atlantic have held flights for the 15 attendees. Rooster are finalising the list of attendees ahead of securing the flights in May. The itinerary will be shared with the attendees in May.</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: Ongoing. The competition and dedicated partner page went live in March, with competition prize winners being contacted and awarded their prize. Rooster also attended a recorded interview with TTG which was published in April to supplement the competition/partner page.</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: Ongoing. Attendance confirmed. Brand USA refused to commit to the event so it will be run solely through St. Pete-Clearwater funding, allocated from the VisitSPC US Activation budget; build call held with PromoHire (build agency) and VisitSPC, designs shared. To confirm and brief BVK on design needs in May.</p>

Monthly Activity.

Newsletters

Activity	Description
Trade database	<p>April's newsletter focuses on providing agents with the tools necessary to successfully sell summer to St. Pete-Clearwater, with a spotlight provided on key in-destination providers, and pride month in St. Pete.</p> <p>Status: Email drafted, to be shared for approval and distributed once the new Gulf to Bay is released in May.</p>
Consumer database	<p>April's newsletter focuses on summer breaks to the Sunshine City, with a spotlight provided VisitSPC's attendance at the Taste of London festival in June, and pride month in St. Pete.</p> <p>Status: Email drafted, to be shared for approval and distributed once the new Gulf to Bay is released in May.</p>

Coverage Highlights

Click for [2024-25 CoverageBook](#).

Blog

Family Fun in St. Pete-Clearwater

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Discover Family Fun in the Sun in St. Pete-Clearwater

Home to over 35-miles of pristine beaches and a variety of action-packed activities for all ages, [St. Pete-Clearwater](#) is an ideal destination for families seeking a sun-soaked holiday. Holidaymakers looking to relax and unwind will enjoy an easy going stay on America's Best Beaches and unique cultural experiences while those hoping for a more active adventure can enjoy a wide range of outdoor fun.

Whether travelling with small kids or teens, St. Pete-Clearwater has a spot to suit all. Little ones will delight in a visit with the rescued residents at Clearwater Marine Aquarium while older kids will enjoy the adrenaline rush of cruising across the water on a jet ski adventure.



Sun, Sand, and Adventure

Averaging 361 days of sunshine per year means there is plenty of time to enjoy relaxing beach time and adventures out exploring the wider destination.



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DESTINATIONS

A Perfect Girls' Trip to St. Pete-Clearwater, Florida

A group of four young women are sitting at a bar, smiling and holding drinks. They are all wearing red shirts with "SWISS" written on them. The bar has a wooden counter and various bottles of alcohol in the background.

Sharing is caring

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This post (probably) contains affiliate links, including Amazon Associates links, and I may receive a small commission if you make a purchase after clicking through one. This is at no extra cost to you and allows the site to keep running! Thanks for understanding.

I'm just back from the most spectacular girls' trip to **St. Pete-Clearwater in Florida**. If you're wondering why we ended up there, well, just google Clearwater Beach and you'll see.

Clearwater Beach is consistently listed as one of the best beaches in the USA and even the world. Most recently it was named as one of the top white sand beaches in the world **by Travel and Leisure**. What better place to spend a long weekend with the girls?

About Me

TARA POVEY, OWNER

Hi, I'm Tara! I SELL DRUGS (legally); I am a pharmacist. Somewhere along the line I realised the 9-5 life wasn't for me and took a sabbatical to travel the world and try new things. During the pandemic I re-joined the workforce and have now mastered the balance of travelling the world doing things that terrify me and working part time. Want to know more? Come take an adventure with me!

Rooster.

Fiscal Year to Date Results.

Click for [CoverageBook](#).



65

Pieces of Coverage

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



578M

Audience

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



4.89M

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



4.49M

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

Rooster.

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
04/08/2025	Blog	Where is Tara	A Perfect Girls' Trip to St. Pete-Clearwater, Florida - Where Is Tara?	10,200
04/24/2025	Blog	Visit USA UK	Family Fun in St. Pete-Clearwater	19,500
04/24/2025	Social	visitusauk	Instagram post	1,670

Monthly Activity.

Account Management.

Activity	Description
Client liaison & account management	<p>Rooster participated in bi-weekly PR and Marketing planning calls and monthly PR status calls.</p> <p>Rooster shared PR reports for March.</p> <p>Status: Complete.</p>
Coverage tracking & logging	<p>Rooster logged all secured coverage internally, on SimpleView, and in CoverageBook.</p> <p>Status: Complete.</p>
Flagging articles of note	<p>Rooster flagged any relevant media articles (e.g. re political landscape) to client, the ferry incident, and bomb threat at St. Pete–Clearwater International Airport.</p> <p>Status: Complete.</p>

Monthly Activity.

Media materials and liaison.

Activity	Description
Release: Loud And Proud at St Pete PRIDE	<p>Rooster pitched a release focusing on the upcoming pride month in St. Pete, demonstrating the areas inclusive nature and wide range of pride-related activities. Comment from Sion Walton-Guest (influencer) drafted and approved.</p> <p>Status: Pitching complete to targeted LGBTQIA+ focused writers and publications with follow-ups, coverage pending. To pitch to relevant titles throughout May and Pride month.</p>
Pitch: Florida's best beaches, in St. Pete-Clearwater (Visit Florida)	<p>Rooster drafted and submitted a pitch focusing on the award-winning beaches of St. Pete-Clearwater, for inclusion in Visit Florida's ongoing editorial content calendar.</p> <p>Status: Drafted and shared with Visit Florida, awaiting coverage.</p>

Monthly Activity.

Media materials and liaison.

Activity	Description
Deals Pitch: The Don CeSar	<p>Rooster drafted and pitched a late deal from Virgin Atlantic Holidays to the Don CeSar, promoting the great value for money to be had this year at one of the top properties in St. Pete-Clearwater.</p> <p>Status: Drafted and pitched to key travel and deals media, coverage pending.</p>
Monthly dedicated pitching	<p>Rooster drafted two pitches to share with Ted Thornhill (The Independent): Biking in St. Pete-Clearwater & Dunedin</p> <p>Rooster drafted and pitched for a family focused forward feature in Travel Matters.</p> <p>Status: Follow-ups complete on each release complete.</p>

Monthly Activity.

Rooster.

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>Rooster pitched the group press trip to:</p> <ul style="list-style-type: none">- Kate Thomas (HELLO Magazine)- Gracie Helps (Hearst)- Jacqui Agate (Freelancer, nationals)- Delilha Khomo (Conde Nast Traveller)- Katie Monk (Freelancer)- Pip Rich (LivingEtc)- Chris Leadbeater (The Telegraph)- Ellis Cochrane (Freelance, the Independent)- Florance Ogram (Women's Health)- Amanda Bernstein (Glass Magazine), confirmed- Georgia Stephens (Grazia)- Mich Maceacheran (Freelance, nationals)- Harriot Charnock Bates (The Telegraph)- Hannah Gravett (The Times)- Alex Crossley (Olive)

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster pitched the group press trip to:</p> <ul style="list-style-type: none">- Helena Lang (Sainsburys Magazine)- Megan Dickson (BBC Good Food)- Emma Hughes & Laura Price (Waitrose)- Hayley Spencer (London Standard / Evening Standard)- Helen Coffey (The Independent)- Jemima Sissons (Freelancer, omens mags)- Emma Featherstone (The I)- Mary Minihan (Irish Times)- Rory Buccheri (Freelance, Sainsbury's Magazine)- Rashmi Narayan (Freelance)- Ben Parker (The Independent)- Lydia Bell (Conde Nast Traveller)- Lean Sinclair (Freelancer, Grazia / Stylist)- Hannah Keegan (Stylist)- Claudia Rowan (The Times)- Cathy Toogood (The Independent)- Georgie Bentley-Buckle (Country & Townhouse)- Anna Silverman (Grazia)

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster pitched the group press trip to:</p> <ul style="list-style-type: none">- Charlie Ward (Conde Nast Traveller)- Gemma Knight (The Telegraph)- Roshina Jowaheer (Good Housekeeping)- Lauren Cunningham (Hearst)- Daisy Jones (Conde Nast Traveller)- Florence Reeves-White (Hearst)- Naiomi Pike (Elle)- Laura Millar (Freelance, nationals)- Pol Conghaile (The Irish Independent)- Rachel Martin (Woman & Home)- Janine Ratcliffe (BBC Good Food / Olive)- Georgia Stephens (National Geographic Traveller)- Rebecca Cox (Country & Townhouse)- Sofia De La Cruz (Wallpaper*)- George Pistachio (Dazed)- Abby Allen (Hearst)- Anna Dewhurst (Grazia)- Jade Bremner (Freelance)

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
Press trip outreach	<ul style="list-style-type: none">- Dusty Baxter-Wright (Hearst)- Hannah Fernando (Woman & Home)- Andrea Thompson (Marie Claire)- Lucy Kehoe (Suitcase Magazine)- Andy Pietrasik (The Guardian)- Olivia Emily (Country & Townhouse)- Grace Beard (TimeOut)- Rosie Fitzgerald & Yasmine Harak (Wanderlust)- Baldwin Ho (Luxury Lifestyle Magazine), confirmed- Rachel Lingram (Freelance, luxury)- Katie Monk (Freelance, luxury)- Imagen Clark (Glass Magazine), confirmed- Cyann Fielding (The Sun)- Lisa Minot (The Sun)- Melanie Kaiden (Express), confirmed- Nathan Higham (Grazia)- Zara Sekhavati (Lonely Planet) <p>Status: Outreach ongoing – Rooster to continue targeting new publications based on agreed list for this fiscal year.</p>

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
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 shared. Post-campaign report chased.</p>
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: Trip complete, coverage secured from Alex Outhwaite, Tara Povey, and Dorota Urabeniak and Sol Fure. Awaiting figures from Sol Fure's blog.</p>

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
Influencer trip (Ice Lolly x Visit Florida, May 7-9)	<p>Rooster liaised with Visit Florida regarding an upcoming influencer trip to the state with Chantelle Champs. Rooster drafted and shared an itinerary, and liaised with Margot (MMGY) to arrange a stay at the TradeWinds Island Grand, participation confirmed 7-9 May 2025.</p> <p>Status: Trip confirmed, hotel confirmed, itinerary to be shared prior to trip commencement.</p>
Press trip: Evoke.IE x Visit Florida	<p>Rooster liaised with Visit Florida regarding the upcoming Irish consumer media trip to the state with Sybil Mulcahy. Rooster has secured her travel forms and shared itinerary suggestions and hotel partner preferences. Rooster will continue to liaise with VF to finalise details ahead of her arrival in the destination on 20-23 June</p> <p>Status: Trip confirmed, hotel outreach sent.</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 began drafting an itinerary. Itinerary outreach to happen mid-May, following the group media FAM.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Group press trip (16–20 May 2025)	<p>Rooster continued liaising with VisitSPC to organise the upcoming group media FAM, previously approved by Jason. The trip theme focuses on ‘Beaches &’, with a spotlight given to the new Michelin status of the destination, arts, and outdoor experiences. The Vinoy Resort & Golf Club, and Opal Sol have confirmed their participation in the trip. A draft itinerary has been shared by Rooster ahead of the trip. Updates on attendee numbers and names have been shared with both hotel partners.</p> <p>Confirmed: Luxury Lifestyle Magazine, Glass Magazine, Express Awaiting: The Sun</p> <p>Status: Key targets secured for group press trip, awaiting confirmation of journalist from The Sun. Itinerary draft shared, awaiting confirmations from Jason.</p>

Contact.

We're here to answer any questions.

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