



**ST.PETE
CLEARWATER, FL**

Monthly Report.

May 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	Call postponed by Brand USA.
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.

Rooster.

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 submitted Visit St. Pete-Clearwater's campaign with Gaydio for nomination at the UK Travel Marketing Awards 2025, resulting in two nominations. Award evening set for 9th July 2025 in London, Rooster to attend.</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; venue secured for 4th June, UK trade contacts invited. To finalise list of attendees.</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 completed 7-9th May, post-stay feedback secured. Assets in process of sign-off during May.</p>
Swanson's Winter Campaign (January-February, May-June 2025)	<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: Ongoing; campaign relaunched following positive upturn in bookings from Swansons for Florida. Remaining \$1,500 of activity launched at the end of May, to conclude early-June. Approved by Brand USA; to request a post-campaign report following.</p>

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. Performance results of the campaign to follow in June. Awaiting date of BAH visit to St. Pete–Clearwater scheduled for end of July.</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 June as well as a phase two in September. IO has been signed off by Brand USA with initial campaign assets approved.</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: 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: In progress. Interest confirmed in partnering on a September campaign with Kissimmee through Brand USA funds. Currently negotiating inclusion with Brand USA.</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 hosted Hays Travel top sellers in destination from 6-8th May 2025 as well as partnering for a reduced rate campaign to promote the Destination through Brand USA.</p> <p>Status: Ongoing. Trip sadly shortened due to an unavoidable flight disruption, however the feedback from the trip was overwhelmingly positive. Campaign assets have been reviewed and approved ahead of the proposed June commencement of the follow up marketing campaign.</p>

Monthly Activity.

Rooster.

Trainings, meeting and events.

Activity	Description
Trade FAM Trip June	<p>Rooster have confirmed 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, flights, attendees and itinerary confirmed.</p>
Visit Florida & TTG	<p>Visit Florida and TTG 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: Complete. 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. All prizes sent, to request PCA in June 2025.</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 will stand out from the crowd stepping away from the crowded travel space. The event aligns with the destination being a partner destination of the Michelin Guide. Branding a vehicle and having a beach backdrop adds to the allure of St. Pete- Clearwater at this activation, all of which is being designed by BVK, and produced by Racoon Media.</p> <p>Status: Ongoing. Attendance confirmed, with all necessary forms complete and shared with the IMG team. Vehicle and wall graphic designs to be finalised by BVK following feedback and submitted to Racoon for production. Ice pop giveaways signed-off and ordered.</p>

Monthly Activity.

Newsletters

Activity	Description
Trade database	<p>May's newsletter focused on promoting the winners of the recent 'Bestie' awards, showcasing the very best of the destination to agents, along with a spotlight on the arts found in downtown St. Pete</p> <p>Status: Email drafted and shared for approval, to be sent early-June.</p>
Consumer database	<p>May's newsletter focuses on showcasing the best hotels, activities and dining options in St. Pete-Clearwater according to the recent 'Bestie' awards, along with a spotlight on the arts of downtown St. Pete.</p> <p>Status: Email drafted and shared for approval, to be sent early-June.</p>

Coverage Highlights

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

South Wales
Evening Post

Loughborough Echo

LATE BREAKS

GRAB GREAT LAST-MINUTE DEALS



Funchal,
Madeira

■ **Madeira from £419pp:** jet off for four nights B&B at four-star Golden Residence, Funchal. Includes return flights from Bristol on June 19. [holidaybuzz.co.uk](#)

■ **Dominican Republic from £799pp:** jet away from Manchester with TUI Airways on June 3 for an all-inclusive week at the three-star beachfront Coral Costa Caribe Resort & Spa in Juan Dolio. Two pools, swim-up bar, spa, and four restaurants. [loveholidays.com](#)

■ **Florida from £880pp:** spend a week on Madeira Beach at the Barefoot Beach Club in St Pete-Clearwater from June 17-24. Includes return flights with Virgin Atlantic from Heathrow to Tampa International. [virginatlantic.com](#)

FAMILY TRAVELLER

FLORIDA

Happy days: getting to know St. Pete-Clearwater, beyond its incredible beaches



St. Pete-Clearwater is all about beaches, or is it? Aaron Millar spends a few happy days discovering celebrity dolphins, quaint Scottish towns and wildly good food too

There's a moment when you know the holiday has begun. After all the airports, and car hire, and taxi and then, there's a point at which you realise there's nothing left to do but have fun. For me, that moment happened the first time I dug my toes into the pure white sand of Clearwater Beach.

It was sunset. The horizon was glowing fire orange, fading to shades of turquoise and deep blue above. My son, Cameron, 16, was juggling a football; my 12-year-old daughter, Elise, was doing cartwheels and jumping jacks as they rolled onto the shore.

"You've got good energy!" I shouted. Her happiness was infectious, like the wind and sea had lifted her the moment we stepped on the sand.

"How could I not," she replied. "I'm on the beach with my family."

If that was moment watching the sun set over the Gulf of Mexico, digging our toes into the sand, was all we got, it would have been worth the trip. But we hadn't even started.

Clearwater Beach, where we were staying, is part of the broader St. Pete-Clearwater region. If you look on a map, there's a tiny, crooked finger of a peninsula about 30 miles from Tampa, across Tampa Bay. The town of Clearwater sits on the northernmost part of that finger, right on the knuckle, and St. Petersburg (St. Pete to locals) is on the southern tip.

The entire region is renowned for its beaches. Calling that finger are roughly 100 miles of pure white sand lapped by emerald green waters. The region has won numerous awards over the years and is considered to have some of the best beaches in the country.

That's good news for families. As we all know when it comes to entertaining kids, sea and sand makes for most of the work. But while St. Pete-Clearwater has that in abundance, there's enough else, as we were about to discover, to warrant a much longer stay.

It's also, at just a couple hours' drive away, a great place to mix with an Orlando theme park break. Wave to the money, say hi to Harry Potter, then cross from the east coast to the west, and swing endless queries for endless answers.

You'll also get around 200 bottlenose dolphins. Brevard is the good news, most of them living year-round in the nearby marina and bay. We took a boat tour and saw dozens in a feeding frenzy, jumping out of the water and diving down again like a wave.

If you're lucky, one or two might even surf the water of your boat as you head back home. It was exhilarating, but those guys were just ordinary cetaceans. In the Clearwater Marine Aquarium, just a stone's throw from the beach, they have dolphin celebrities.

20 years ago, in 2005, a baby dolphin named Winter was spotted by a fisherman caught in a

DEALS OF THE WEEK

COMPILED BY VICKY LISSAMAN

LONG HAUL

St Kitts from £579pp: stay for seven nights, room only, at the three-star Sugar Bay Club Suites & Hotel, Frigate Bay. Includes return flights from Gatwick and one 23kg bag per person. Travel on selected dates during November. Book by May 20. [britishairways.com](#)

Florida from £880pp: spend a week on Madeira Beach at the Barefoot Beach Club in St Pete-Clearwater from June 17-24. Includes return flights with Virgin Atlantic from Heathrow to Tampa International. [virginatlantic.com](#)

SUNDAY Mirror

Deals of the week

COMPILED BY VICKY LISSAMAN

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Rooster.

Fiscal Year to Date Results.

Click for [CoverageBook](#).



75

Pieces of Coverage

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



579M

Audience

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



4.93M

Estimated Views

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



59

Avg. Domain Authority

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



37

Social Posts

Number of posts on social media channels such as Instagram, X and Facebook



1.02K

Instagram Comments

Number of comments the posts have received on Instagram

Rooster.

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
05/01/2025	Consumer (print)	Family Traveller	Happy Days	65,000
05/01/2025	Social	sofure	Instagram carousel	152,000
05/01/2025	Blog	Sofure	Girls trip to Florida! (originally written in Norwegian)	-
05/17/2025	National (print)	Daily Star	Deals of the week	160,000
05/17/2025	National (print)	The Scottish Sun	Lates for...	154,000
05/18/2025	National (print)	Sunday Mirror	Deals of the week	208,000
05/18/2025	Social	chantellechamps	Instagram Reel	100,000
05/18/2025	Social	chantellechamps	Instagram Stories	100,000

Monthly Coverage.

Click for [CoverageBook](#).

Date	Type	Publication	Headline / link	MUU / circ
05/22/2025	Consumer (online)	Family Traveller	Happy Days	110,000
05/24/2025	Regional (print)	Derby Telegraph	Late Breaks	9,010
05/24/2025	Regional (print)	South Wales Evening Post	Late Breaks	7,220
05/27/2025	Social	sofure	Instagram reel in Norwegian	132,000

Monthly Activity.

Account Management.

Activity	Description
Client liaison & account management	<p>Rooster participated in bi-weekly PR and Marketing planning calls; agenda and notes shared.</p> <p>Rooster attended monthly PR status call.</p> <p>Rooster shared PR reports for April.</p> <p>Status: Ongoing.</p>
Coverage tracking & logging	<p>Rooster logged all secured coverage internally, on SimpleView, and in CoverageBook.</p> <p>Status: Ongoing.</p>
Flagging articles of note	<p>Rooster flagged any relevant media articles (e.g. re political landscape) to client.</p> <p>Status: Ongoing.</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 completed.</p>
Release: Arts and Culture in St. Pete-Clearwater	<p>Rooster began drafting a release focusing on the world-renowned arts experiences to be had in St. Pete-Clearwater, producing an itinerary-based release to show how visitors can complete all the top attractions in just three days.</p> <p>Status: Drafted and amended per feedback from Jason; <i>final version shared and distributed in June.</i></p>

Monthly Activity.

Media materials and liaison.

Activity	Description
Deals Pitch: Wyndham Grand Clearwater Beach, Barefoot Beach Club	<p>Rooster drafted and pitched two late deals to highlight great value deals at popular properties in St. Pete-Clearwater. These pitches included a 7-night stay at Barefoot Beach Club bookable via Virgin Atlantic Holidays and a 7-night stay at Wyndham Grand Clearwater Beach bookable via Ocean Florida.</p> <p>Status: Drafted and pitched to key travel and deals media, coverage secured.</p>
Monthly dedicated pitching	<p>Drafted a dedicated pitch announcing the grand opening of Elliot Aster and shared with target national, consumer, trade, and food publications.</p> <p>Shared St Pete PRIDE release with Travel Weekly for inclusion consideration inline with the forward features calendar.</p> <p>Status: Coverage expected in Visit USA UK consumer and trade newsletter</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>Rooster pitched trips to: Sally Bendall, Girl about Travel</p> <p>Status: Outreach ongoing – Rooster to continue targeting new publications based on agreed list for this fiscal year.</p>

Monthly Activity.

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, Dorota Urabeniak and Sol Fure. <i>Full social report shared in June 2025.</i></p>

Monthly Activity.

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>Feedback shared: <i>"St. Pete's was completely new to us. I had imagined it would be similar to Clearwater, which we also love, but it was the perfect balance between buzz and atmosphere and still feeling really peaceful. The beaches were the quietest I've ever experienced in Florida, and equally as beautiful. I think the sand might have been even whiter and more powdery than Anna Maria or even Siesta Key, which I didn't think that was possible!"</i></p> <p><i>It was also so lovely meeting Jason. I really appreciated him taking the time out of his schedule to have dinner with us and introduce us to the area, and really enjoyed his company."</i></p> <p>Status: Trip complete; awaiting all deliverables to be posted; chased in May.</p>

Monthly Activity.

Rooster.

Media and influencer trips.

Activity	Description
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, itinerary points to be shared and partner outreach to begin shortly.</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: Draft itinerary shared by Rooster; partner outreach ongoing.</p>
Press Trip: Girl About Travel	<p>Rooster spotted journalist, Sally Bendall, from Girl About Travel has plans to travel to Orlando in August and invited Sally to St. Pete-Clearwater to showcase it as a great beach destination following a family trip to the theme parks.</p> <p>Status: Trip confirmed, hotel partner secured, itinerary points shared and partner outreach to begin.</p>

Monthly Activity.

Media and influencer trips.

Activity	Description
Group press trip (16-20 May 2025)	<p>Rooster finalised and hosted a group media FAM, focusing on 'Beaches &', with a spotlight given to the new Michelin status of the destination, arts, and outdoor experiences.</p> <p>With stays at The Vinoy Resort & Golf Club, and Opal Sol the trip allowed for the upscale experiences to be had in St. Pete-Clearwater, stand out. The trip took place 16-20 May and was a resounding success, with initial very positive feedback from the journalist attendees from Luxury Lifestyle Magazine, Glass Magazine, and the Express.</p> <p>Status: Trip complete; additional information and imagery shared; awaiting coverage from Luxury Life Magazine, Glass Magazine, and Metro.</p>

Contact.

We're here to answer any questions.

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