


727 DAY

A Celebration of Pinellas County Residents




**ST.PETE
CLEARWATER, FL**

GOALS & OBJECTIVES

- Build on the success of 727 Day last year
 - Thank locals for being hosts to more than 15 million visitors
 - Work with local businesses to offer special 727 Day deals and discounts
 - Drive engagement with local business
 - Engage residents through activations, giveaways, and promotions
 - Highlight the economic impact of tourism and how it benefits the local area
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PROMOTIONAL STRATEGY

- Leverage mobile passport technology to promote deals, track redemptions and reward usage
 - Use 727Day.com as a hub for all 727 Day activities
 - Advertising in the Tampa Bay Times, billboards, digital boat signs and grocery TV
 - Paid social ads and organic content on Facebook & Instagram, engage with the community and partner with the 727 Society members.
 - Local radio, newspapers, TV engagement
 - Collaboration with local businesses, chambers & municipalities
 - Activations on 7/27 at the Clearwater Threshers and St. Pete Pier
 - Recognition of 727 Day with proclamations by the Pinellas County Board of County Commissioners, City of Clearwater & City of St. Pete
- 


CHAD MIZE


- Partnered with well known local artist Chad Mize to create a limited-edition t-shirt and 8 x10 print
- Residents could claim a free shirt at the Clearwater Threshers game, 727 Day at the Pier or by redeeming an offer through the Passport





PASSPORT

- **8,577** Mobile Passport Sign-ups
- **1,819** Individuals redeeming at least once
 - **3,136** check ins
 - **1,679** deal redemptions
- **4,815** Total Redemptions (check ins and/or coupons)
- **1,086** T-Shirts & **458** prints claimed through 727 Day Passport








727 Day Deals Passport


 FAQ  Dates

Celebrate Home - It's 727 Day! Local businesses across Pinellas County are offering deals all weekend long to thank residents...


[Show More >](#)

Places To Go (137)

 Filter  Search  Map




The Don CeSar

 mi


Check-In

727 Local's Rate Starting At \$272.70

2 pts



Island Grand at TradeWinds


 mi

Check-In


Resort Access For just \$7.27!

1 pts

1 pts



Opal Sol Resort

 mi

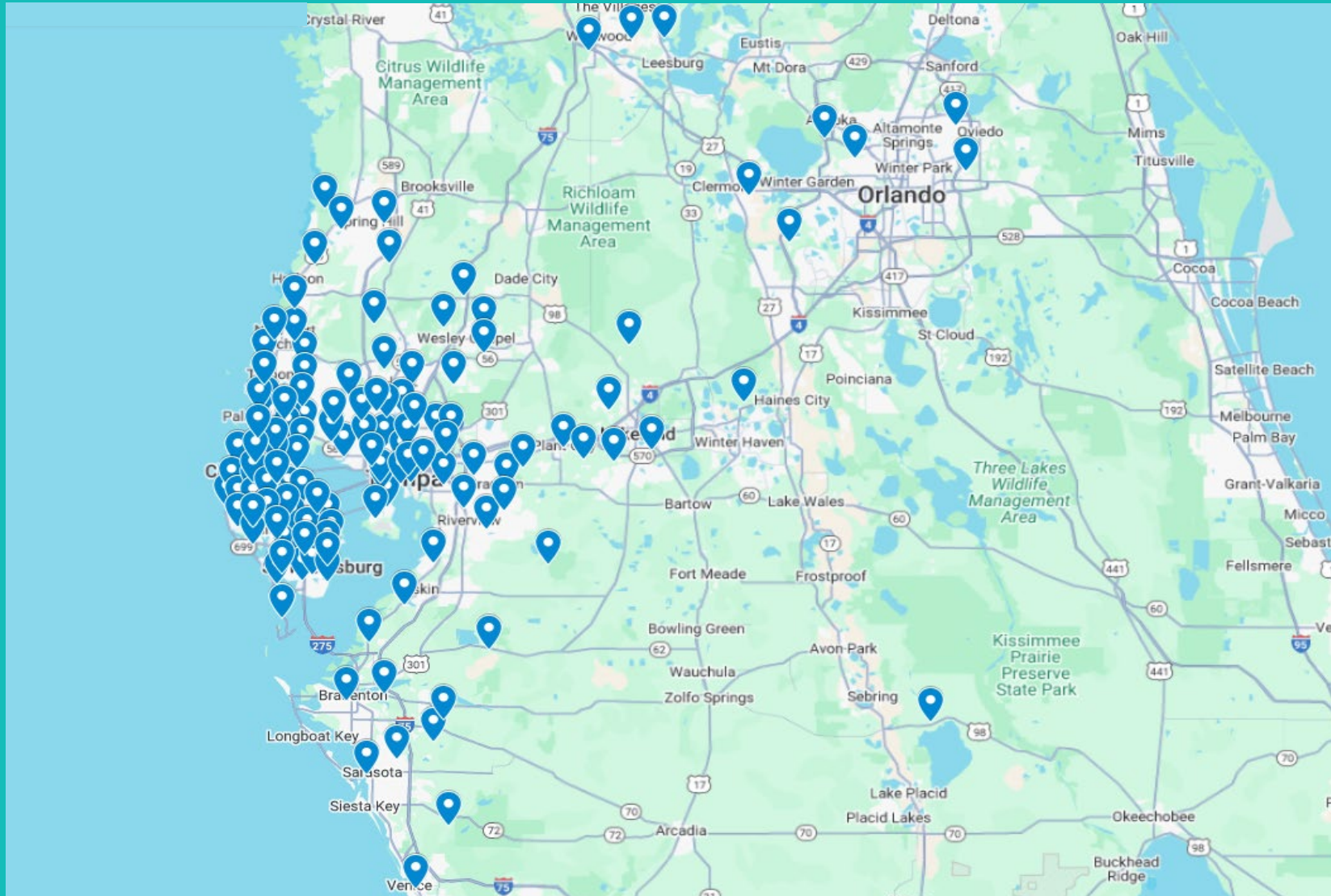
Check-In

Signature Sunset Lemonade For just \$7.27

1 pts

1 pts

GEOGRAPHY OF CHECK INS



THE TOP DEALS

137 Deals available on 727 Day weekend

- **109** Check-ins at Mandarin Hide: \$7.27 Espresso Martinis
- **101** Check-ins at Doc Fords: \$7.27 Yucatan Shrimp Taco or Coconut Mojito
- **94** Check-ins at Pete's Bagels: BOGO Bagel with Cream Cheese
- **88** Redemptions at The Don CeSar: 727 Local's Rate Starting at \$272.70
- **82** Redemptions at Grove Surf + Coffee: \$7.27 Drink of Your Choice & A Muffin
- **81** Redemptions at StarLite Cruises: \$7.27 Admission on StarLite Dining Yachts



manditspete 🍷🍷🌳 WEEKEND SPECIALS in celebration of
visitspc #727Day - our hometown area code - to show our lo...



727 DAY

Enjoy locals-only deals!





727 DAY ACTIVATIONS

- **17,064** Total In-Person Impressions from two local activations
- **1,040** T-Shirts Distributed at St. Pete Pier
- **740** T-Shirts Distributed at Clearwater Threshers
- **184** Prints Distributed at local activations
- Enter to win a \$727 voucher from Allegiant Airlines

ADVERTISING

17 million impressions across Pinellas County
July 14 - July 27, 2025.

- Digital Billboards (7/14–7/27)
(3) rotating units throughout Pinellas Count
Impressions: **882,422**
- Digital Bulletin Boat (7/14–7/27)
Floating digital signage runs along the beaches
Impressions: **15,891,850**
- Digital Grocery TV (7/14–7/27)
In-store digital displays in grocery stores
Impressions: **225,954**





DIGITAL PERFORMANCE

Web Performance

- 24,247 Landing Page Sessions
- #1 landing page on *VisitSPC.com* for the week of 7/27 (including the homepage)

Social Media Performance

- 1,010,362 Total Views
- 549,670 Total Reach
- 9,955 Total Engagements



PUBLIC RELATIONS

- **54** earned stories
- More than **57 million** impressions on local earned media
- **11** stories featured on Fox 13
- Top Publication: Axios – **17.3** million reach
- Consistent media mentions from July 17-27

727 Day mentions across:

- All local greater Tampa Bay TV stations
- Local Spanish Radio
- Cox Media Group
- Beasley Media Group
- iHeartMedia

PARTNERS IN EARNED MEDIA

- The James Museum of Western and Wildlife Art (Great Day Live)
- Bandit Coffee Co. (Telemundo 49)
- Mandarin Hide (Tampa Bay's Morning Blend)
- 7venth Sun Brewing (ABC Action News)
- The Body Electric Yoga Company (Bloom TV)
- StarLite Cruises (WFLA/iHeart)



3,000

**727 T-SHIRTS
DISTRIBUTED**

137

**LOCAL DEALS
SUBMITTED**

24,247

**TOTAL WEBSITE
SESSIONS**

17,064

**TOTAL IN-PERSON
IMPRESSIONS**



549,670

**TOTAL SOCIAL MEDIA
ACCOUNTS REACHED**



4,815

TOTAL DEAL REDEMPTIONS

8,577

MOBILE PASSPORT SIGN-UPS

54 **EARNED MEDIA
MENTIONS**

WITH MORE THAN

57M

**IMPRESSIONS LOCAL
MEDIA REACH**



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