

MARKETING UPDATE

TDC | Nov 19, 2025



ST.PETE
CLEARWATER, FL

Parallel Paths

- Envisionit continues to develop our 2026 strategic approach, media plans and creative direction
- Not waiting as, we need to be in market during the crucial Q4 consideration window
 - Northeast/Midwest
 - National Print & Digital
 - Canada
 - Drive Markets.
 - Specials & Promotions

Northeast/Midwest

- Broad campaign across key markets, continuing with the Ampersand creative direction



▲ Market St Philadelphia

Times Square, New York ▶

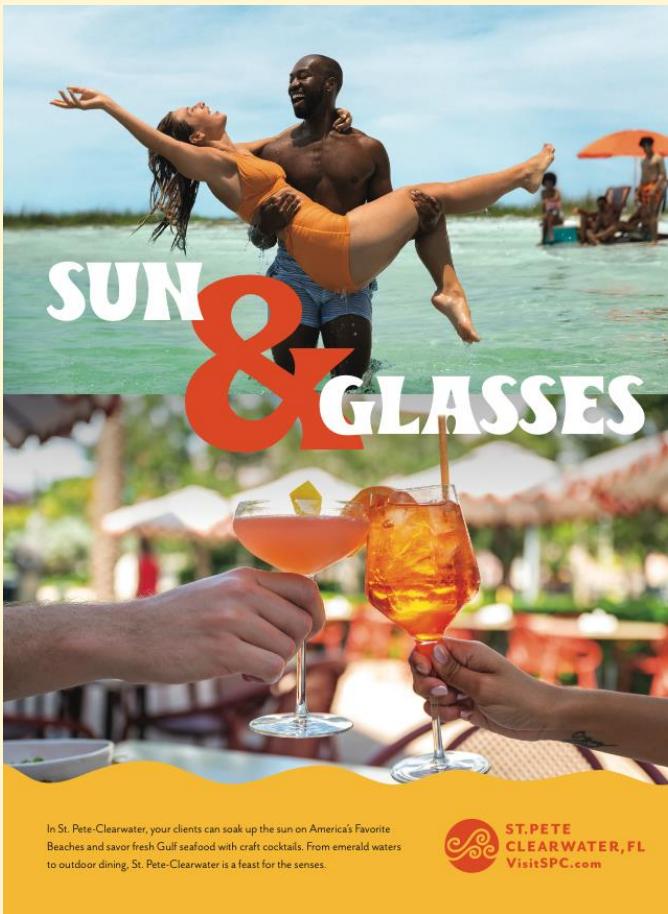


Print & Digital

AFar



Travel Weekly



Digital



Canada

Digital campaign targeted to potential travelers in Ontario giving them “permission” to visit while highlighting different aspects of the destination.



TELL YOUR
NEIGHBOURS YOU
WENT TO GREECE

YEAR ROUND SUN AND A WARM WELCOME

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TELL YOUR FRIENDS
YOU WENT TO SCOTLAND



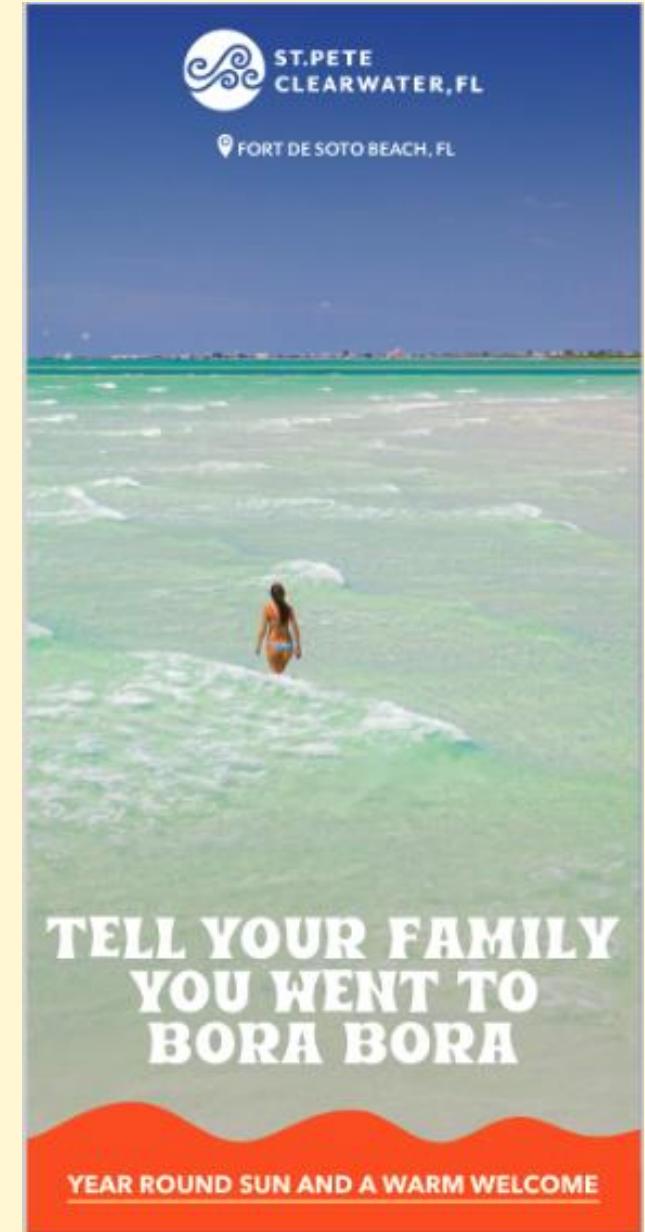
DUNEDIN, FL

YEAR ROUND SUN AND A WARM WELCOME

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CLEARWATER, FL

FORT DE SOTO BEACH, FL



TELL YOUR FAMILY
YOU WENT TO
BORA BORA

YEAR ROUND SUN AND A WARM WELCOME

Canada

A quick turnaround campaign to support the Blue Jays in the World Series.

- In Toronto - billboards, bus shelters, bars & restaurants
- Locally - social promotion of the watch parties



visitspc
TD Ballpark

visitspc From Dunedin to the World Series! 🇨🇦

Cheer on the Toronto [@BlueJays](#) from their spring home at TD Ballpark in Dunedin, Florida during the World Series Watch Party — happening Friday, Oct. 24 and Saturday, Oct. 25!

Watch the games on the Jumbotron (from the field or stadium seats)
FREE admission
Gates open at 7 p.m. | Game time 8 p.m.
Food & refreshments available for purchase

Bring your chairs, blankets, and Blue Jays spirit, and let's pack the park! 🌟
#WantItAll #TDBallPark #Dunedin #BlueJays #WorldSeries
#VisitSPC

Edited · 2w

cupcate Toronto appreciates the support from our Spring Training home!! Let's go Blue Jays!

2 · Like · Reply

Liked by jasonlatimer and 153 others

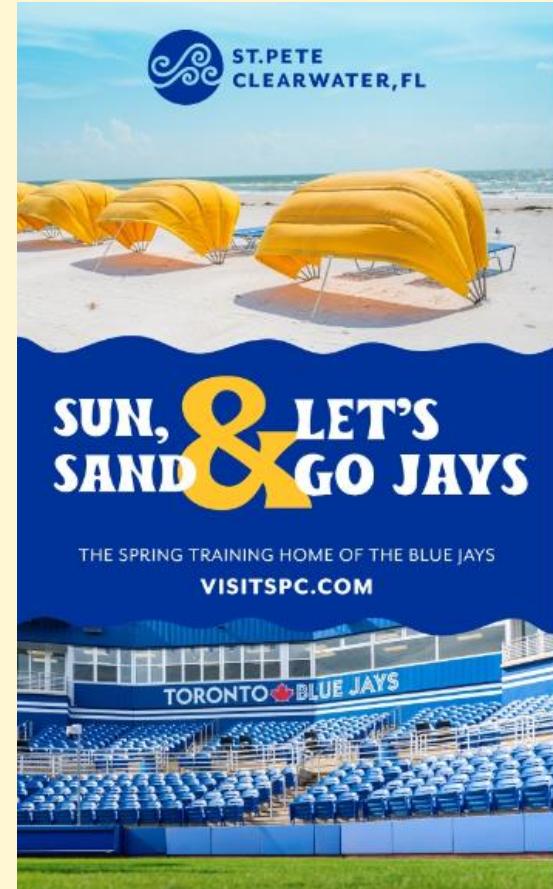
October 23

Add a comment...

Post

In Florida

In Toronto



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Drive Markets

Strategically placed digital and fixed outdoor

Locally targeted digital ads



AMERICA'S
FAVORITE BEACHES &
JUST 90 MINUTES WEST





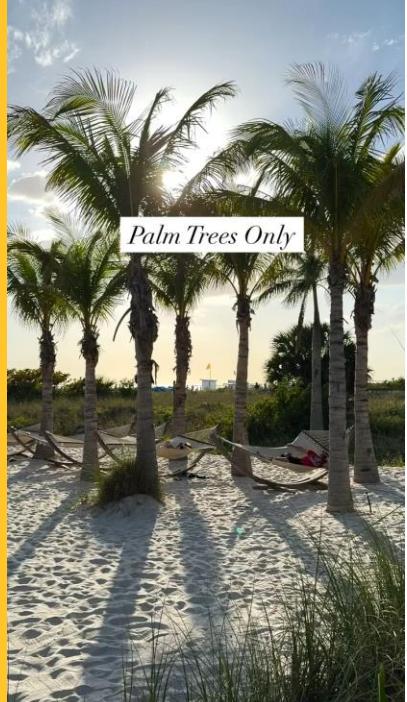




PTO

Society for Human Resource Management that found 48% of employees in the U.S. expect to have unused, paid vacation time left over by the end of the year.

So, we decided to reward people for using their remaining PTO days in St. Pete-Clearwater



visitspc
Armando Trovajoli • L'amore dice ciao (From "La matriarca - The ...")

visitspc What does PTO mean to you?

- ★ Peaceful Tropical Oasis (where better to unplug than on America's Favorite Beaches?)
- ★ Paddling Together Outside (teamwork looks better in a kayak than in a conference room)
- ★ Poolside Time Out (because sunshine and a lounger beat spreadsheets any day)
- ★ Palm Trees Only (mandatory relaxation, shade optional)

Whatever your version of PTO looks like, there's no better place to take it than on America's Favorite Beaches.

Did you know that nearly half of Americans left vacation days unused last year? Don't let that be you! Now's the time to trade deadlines for shorelines - and we'll even sweeten the deal:

- Get a \$50 digital Visa gift card for every night you stay in St. Pete-Clearwater, up to \$250 when you book with us.

Comment "PTO" to learn how to get paid to vacay! Your beach

11 303 likes November 4

Add a comment... Post



Get paid to cash in your PTO — if you go to St. Pete-Clearwater beaches

By Anastasia Dawson | 12:28 p.m. November 6, 2025 | 2 Free Articles Remaining!



Book a trip before the end of 2025 through the Visit St. Pete-Clearwater website, and you could earn up to five days.

Courtesy image

TAMPA BAY-LAKELAND

Visit St. Pete-Clearwater is giving travelers the ultimate incentive to book a vacation to the area: up to \$250 cash for booking a vacation to the area.



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Get Paid to Take Your PTO!

Earn \$50 Visa Gift Card Per Night Booked!

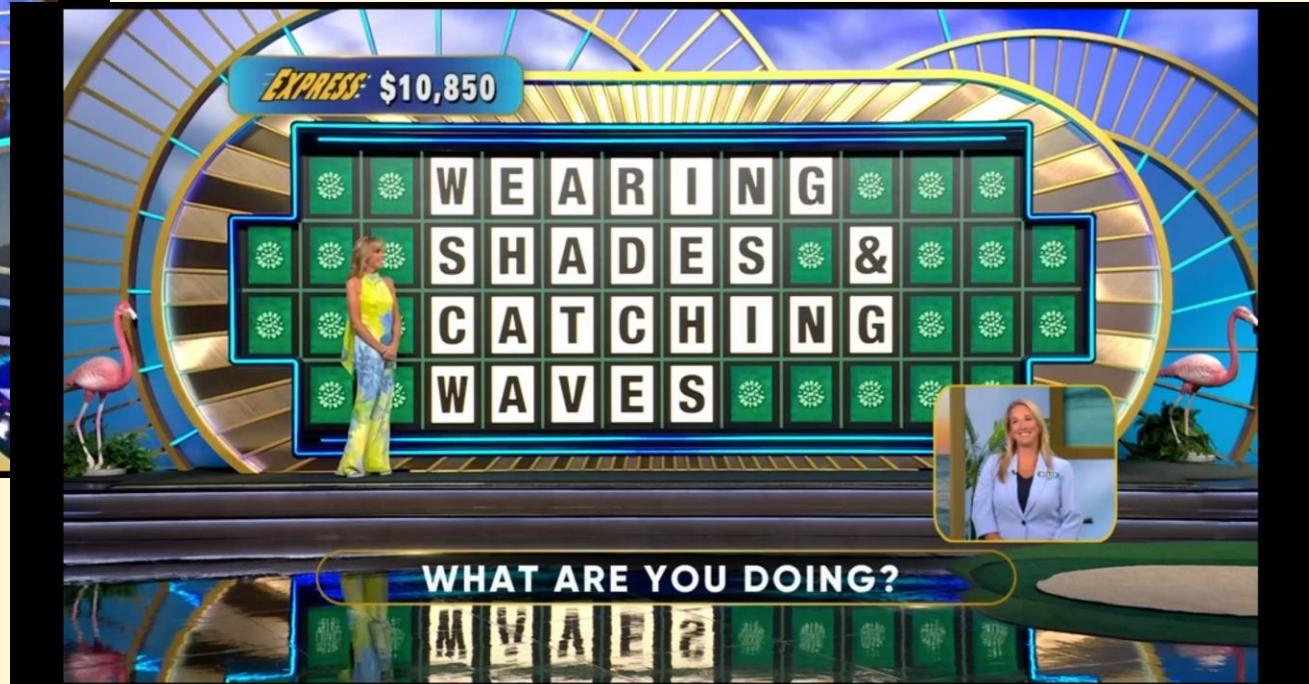
Choose dates 2 people Areas Type Search



Book your stay now and receive up to \$250 on a digital Visa gift card. That's \$50 for every night you stay — up to 5 nights!

Turn Your Vacation Days Into a Beach Escape - One more vacation? You've earned it. As the year winds down and cooler weather sets in elsewhere, St. Pete-Clearwater is still basking in sunshine — and waiting for you. Now's the perfect time to turn those hard-earned vacation days into a warm-weather getaway. Whether you're planning a spontaneous long weekend or a midweek retreat, you'll find:

Wheel of Fortune



- Adara retargeting campaign to people who watched the show
- Live More Fridays Sweeps generated 90,000 + entries.

Tampa Bay Lightning

- Our sponsorship with the Lightning primarily focuses on out-of-town fans through their DED boards, dynamically replaced signage for broadcasts outside of Tampa Bay.
- Additional elements include on site activations and what has become one of their most popular in-game features.



Podcast

Podcast series “Must Dos & Hidden Gems” builds on the itinerary section in Gulf to Bay.

Partnered with Tampa Bay Times to produce.

Distributed on all the major podcast platforms, Apple, Spotify, iHeart etc.

5 episodes, each featuring a different part of the destination.

The image shows a mobile podcast player interface. At the top is a small thumbnail of the episode cover. Below it is a large speaker icon. The first episode card is titled "The Beaches: Belleair, Indian Rocks, Indian Shores, the Redingtons, Madeira, Treasure Island" and is described as "St. Pete-Clearwater: Must Do's & Hidden Gems". It includes a short description: "With 35 miles of sun-drenched beaches, and tranquil emerald gulf waters, it's no wonder people flock to St. Pete-Clearwater to enjoy sun, sand and so muc...". The second episode card is titled "Ft. De Soto Park, Tierra Verde, Pass-A-Grille Beach and" and is described as "St. Pete-Clearwater: Must Do's & Hidden Gems". It includes a short description: "Step off the beaten path to discover the fun and artsy town of Gulfport located just a few miles from St. Pete. At this coastal community you can enjoy mornin...". Both cards show a play button icon and the date and duration: "Sep 11 • 35 min 10 sec" and "Sep 12 • 28 min 30 sec".

The image shows a mobile device screen displaying the "St. Pete-Clearwater: Must Do's & Hidden Gems" podcast page. At the top is a navigation bar with a back arrow, a plus sign for adding, and a three-dot menu. The main content area features the episode cover with a person holding a surfboard at sunset. Below the cover, the title "St. Pete-Clearwater: Must Do's & Hidden Gems" is displayed, along with the "Tampa Bay Times" logo. A call-to-action button "▶ Latest Episode" is visible. The main text on the page reads: "As home to America's Favorite Beaches, St. Pete-Clearwater boasts 35 miles of sugar-white sand with tranquil emerald gulf waters. It's no wonder people flock to St. Pete-Clearwater to enjoy sun, sand and so much more...". A "MORE" link is present. Below this is a section titled "Episodes" with a list of episodes. The first episode in the list is "Sep 12 Gulfport, Ft. De Soto Park, Tierra Verde, Pass-A-Grille Beach and" with a play button icon and the date "Sep 12". At the bottom are navigation icons for "Home", "New", "Library", and a search icon.



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