

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



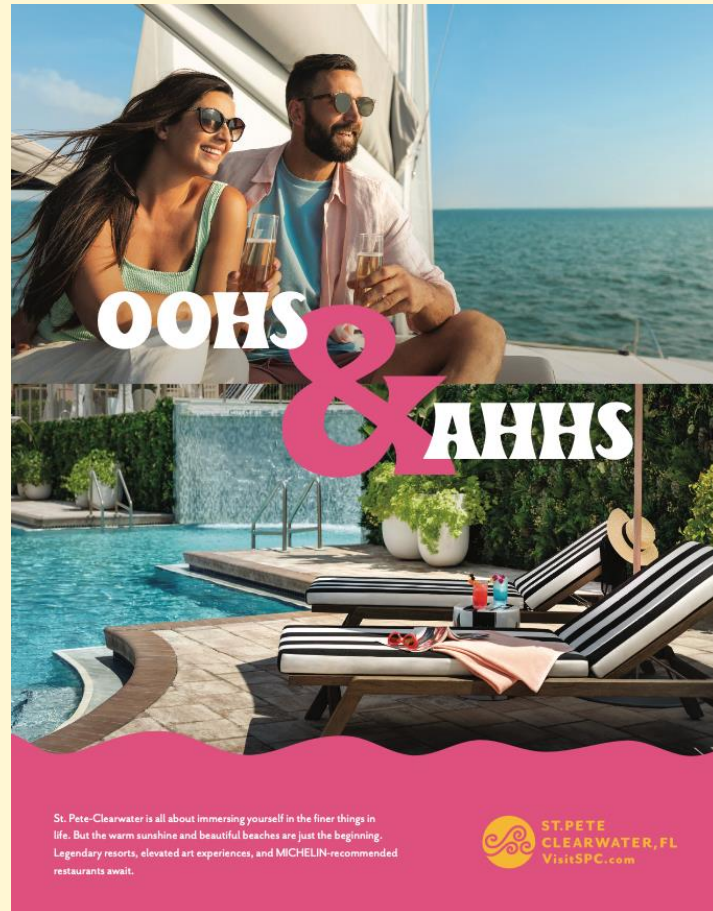
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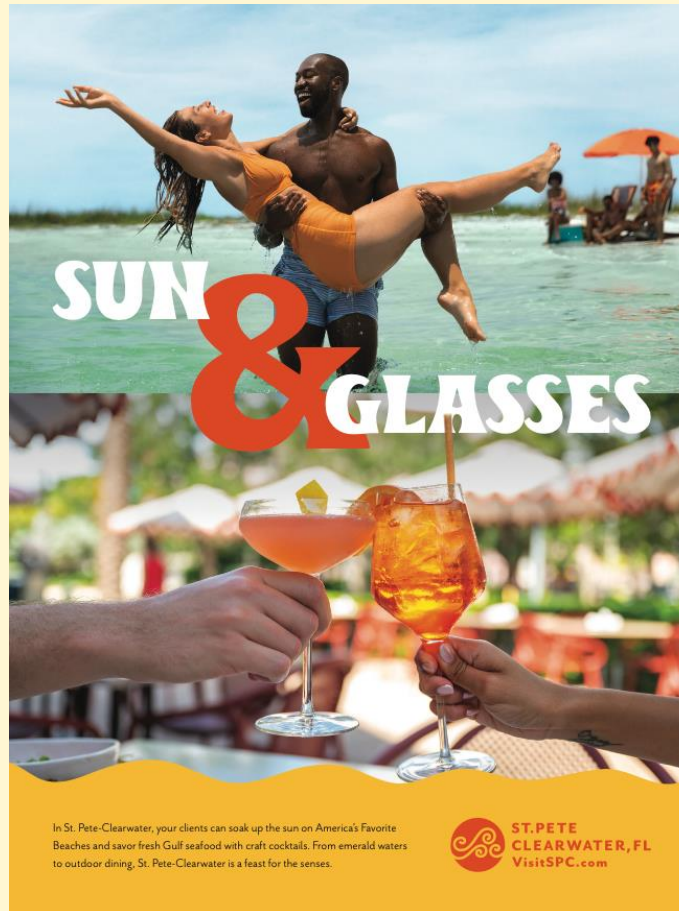
Times Square, New York ►

Print & Digital

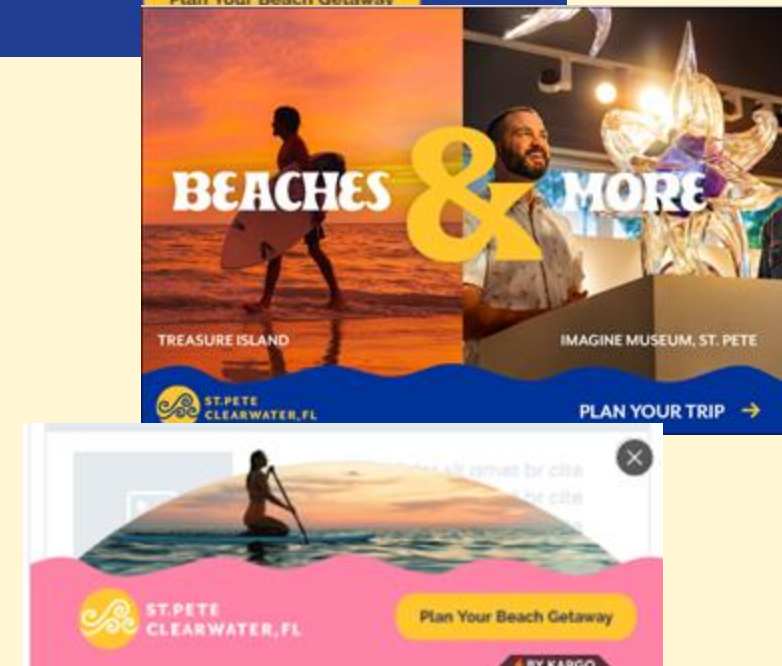
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Travel Weekly

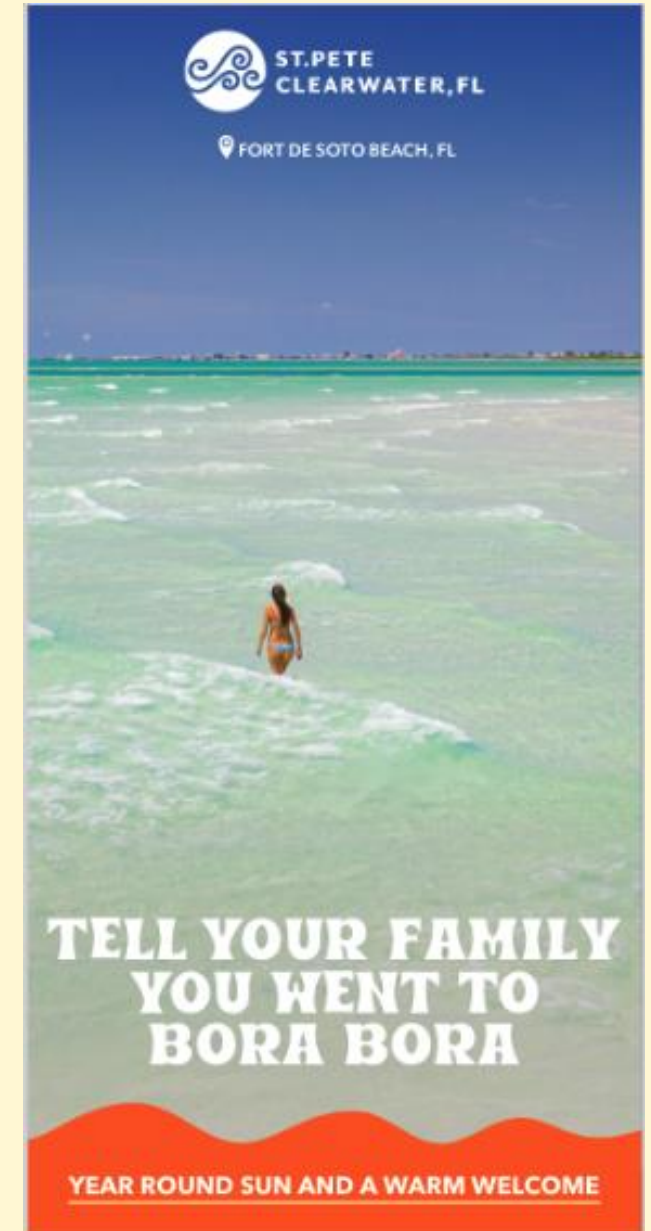


Digital



Canada

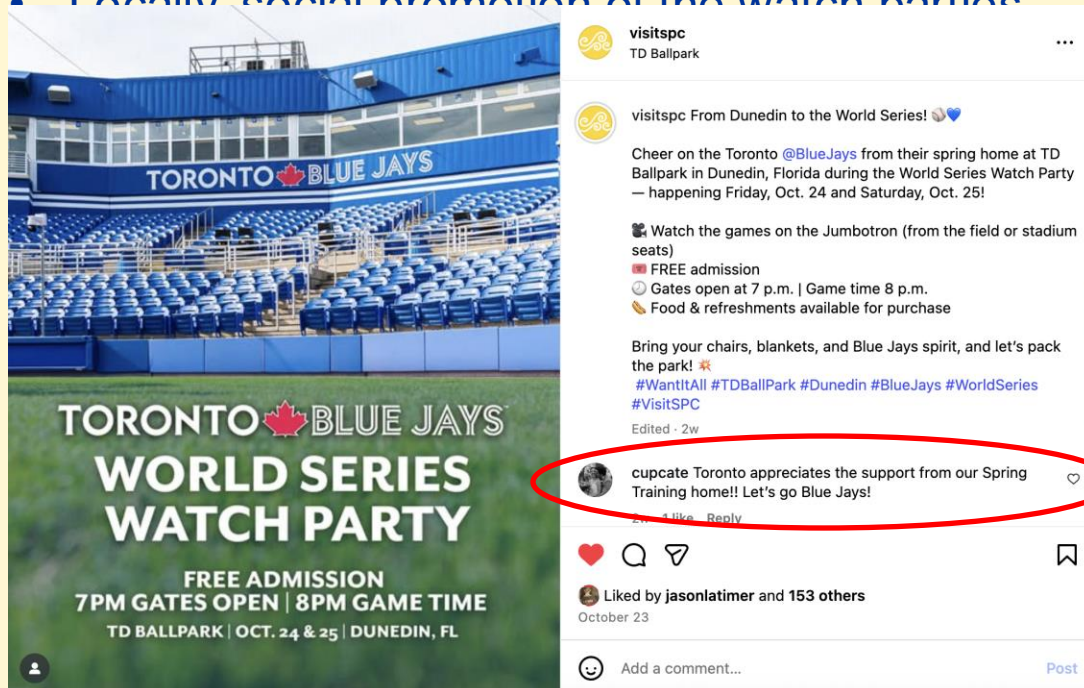
Digital campaign targeted to potential travelers in Ontario giving them “permission” to visit while highlighting different aspects of the destination.



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



In Florida

In Toronto



Drive Markets

Strategically placed digital and fixed outdoor

Locally targeted digital ads











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 lounge 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



303 likes
November 4


 Add a comment... Post

AMERICANS LEAVE AN AVERAGE OF
9 VACATION DAYS
UNUSED EACH YEAR

ACCORDING TO A 2022 QUALTRICS STUDY


3 IN 4 WORKERS
HAVE NOT USED THE MAXIMUM
PTO DAYS ALLOWED BY THEIR
EMPLOYERS

ACCORDING TO A HARRIS POLL

**NEWS** **STRATEGIES** **ENTREPRENEURS** **M&A** **LEADERSHIP** **REGIONS** **IND**

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'll receive up to \$250 cash for booking a vacation to the beach, up to five days.

Courtesy Image


TAMPA BAY-LAKELAND


Visit St. Pete-Clearwater is giving travelers the ultimate incentive to use their vacation days: up to \$250 cash for booking a vacation to the beach, up to five days.

UP NEXT @
WorkTech
Podcast

WRK
defined








Up Next at WorkTech:
Funding, Fumbles, and the Future of Work



**ST PETE
CLEARWATER, FL**

Get Paid to Take Your PTO!

Earn \$50 Visa Gift Card Per Night Booked!

 Choose dates  2 people  Areas   Type   Search

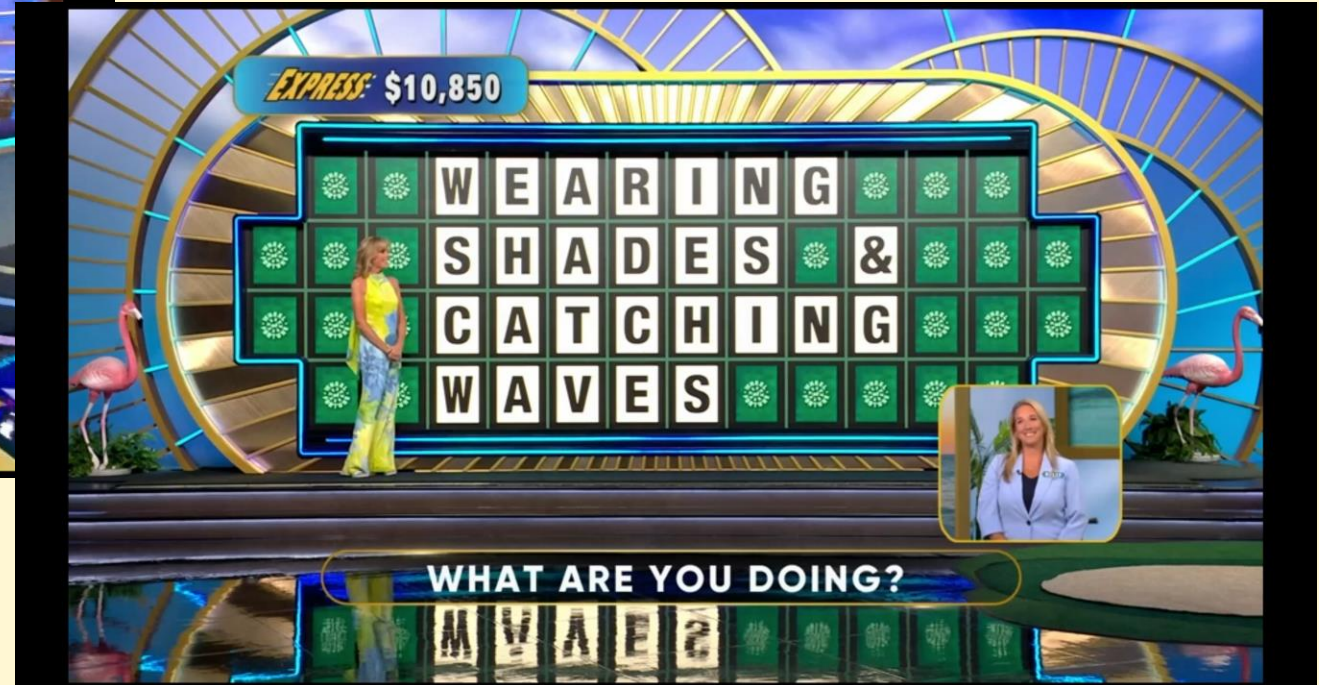
Book your stay now and receive up to \$250 on a digital Visa gift card. That's \$50 for every night you stay — up to 5 nights!

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 Floridays 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.



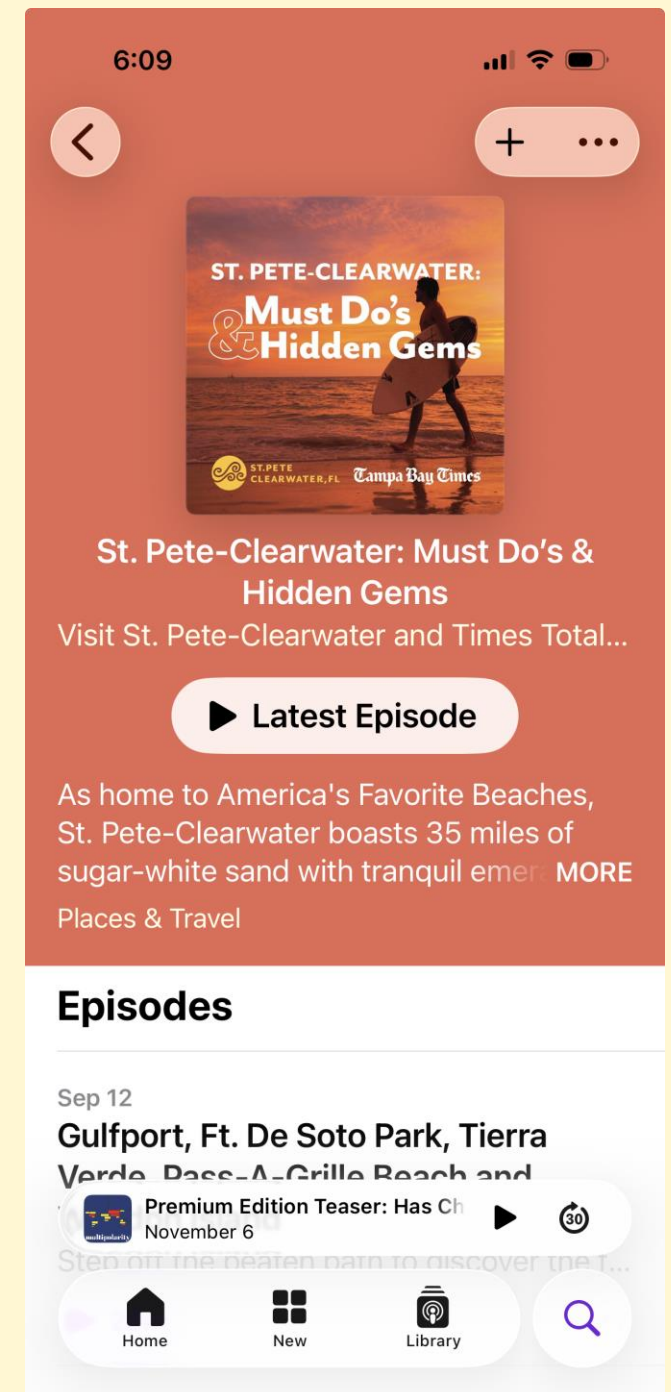
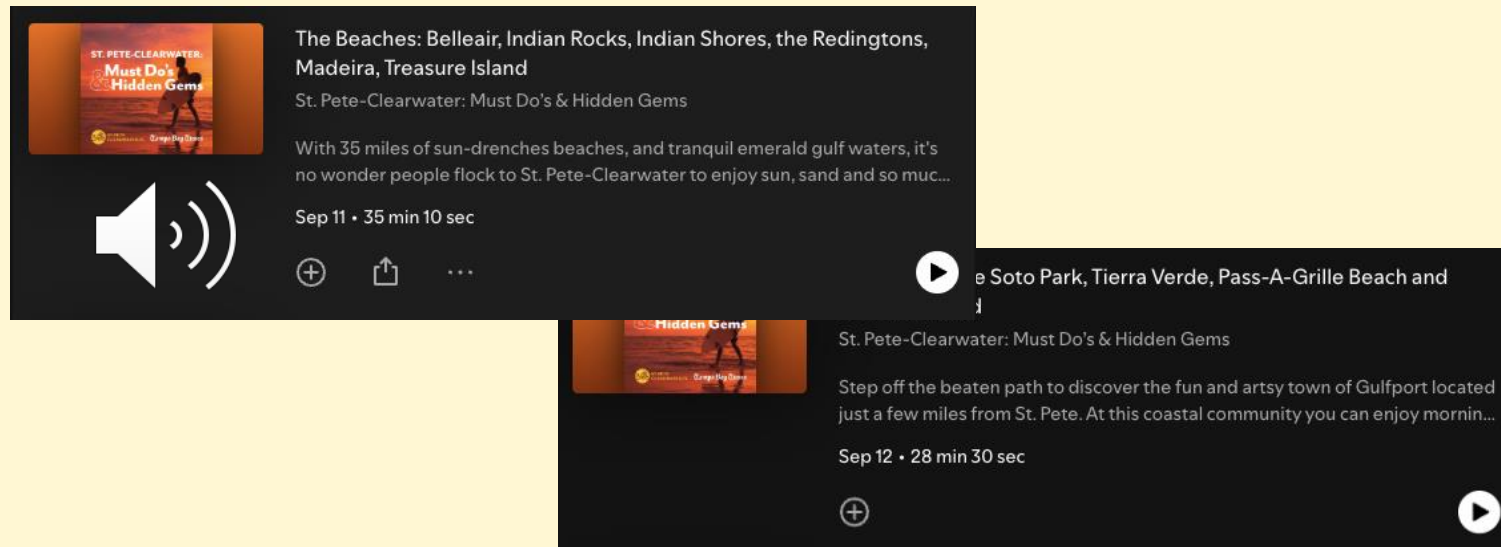
Podcast

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.





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