

2025 HIGHLIGHTS



2026 Priorities



2025

Advertising & Promotions

Two campaigns in FY25

- Launched Still Shining in response to the storms, followed by Ampersand, highlighting the destination has amazing beaches AND so much more

Strategic Tampa Bay Sports Partnerships

- High-impact partnerships with all of Tampa Bay's major professional sports teams, Lightning, Rays and Buccaneers

Gulf to Bay Destination Magazine

- Winner of U.S. Travel Association's Excellence in Print Marketing

Business Development Marketing Manager Role

- New position to better support our Meetings & Conferences, Sports Commission, Film Commission, and Leisure Travel



2026

Advertising & Promotion

Launch of a New Brand Campaign & Creative Evolution

- Major creative refresh that continues to strategically differentiate St. Pete-Clearwater and showcases the destination

Expand Social, Influencer & Content Production Capabilities

- Increase investment and output in social-first creative, influencer partnerships, and modular content that drives inspiration among younger and high-value audiences

Enhanced Technology and Measurement for Precision Marketing and Increased ROI

- Implement new tools and an audience-centric measurement framework to better understand traveler behavior and optimize media efficiency
- Leverage insights to guide content, targeting, and market prioritization throughout FY26

2025 Digital & Data

Vox Media Content Partnership

- Across Thrillist, NY Mag, Splendid Table, Eater and Vox Explained
- *15.5 million impressions, 3,000,000+ views*

Savor Social Series

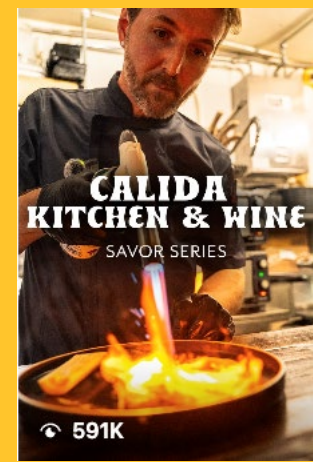
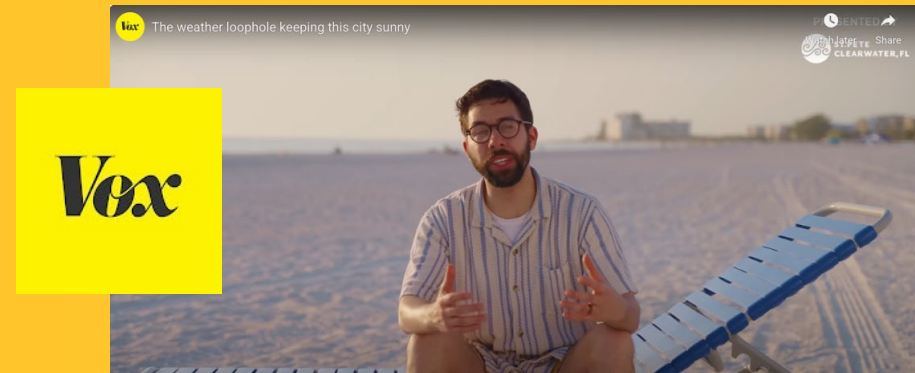
- Highlighting our dining scene by focusing on local chefs and restaurants. Taking viewers behind the scenes to see the chefs at work
- *2,075,664 impressions, 179,366 engagements*

Sarah Stays

- A partnership with influencer Sarah Phinney creating a social media series that highlights some of the smaller and less represented hotels and unique attractions

Still Shining Social Series

- Sharing the stories of resiliency of our local tourism businesses that in turn encouraged visitors to return to our area
- *5.308.352 impressions, 336.329 engagements*



2026

Digital & Data

Improved Data Strategy and Integration

- Improve Symphony as the primary source of data
- Explore a robust Consumer Data Platform to better leverage data across advertising and website

Website

- Reimagine the VisitSPC website
- Leverage emerging technology to deliver an experience that will be relevant for the next five years or more.

Email

- Invest time and resources to deliver more customizable and personalized emails with tailored messaging to specific audiences
- Develop automated content distribution based on first party data, and triggers like location, weather, time of day etc.

2025

PR & Communications

727 Day & Local Media

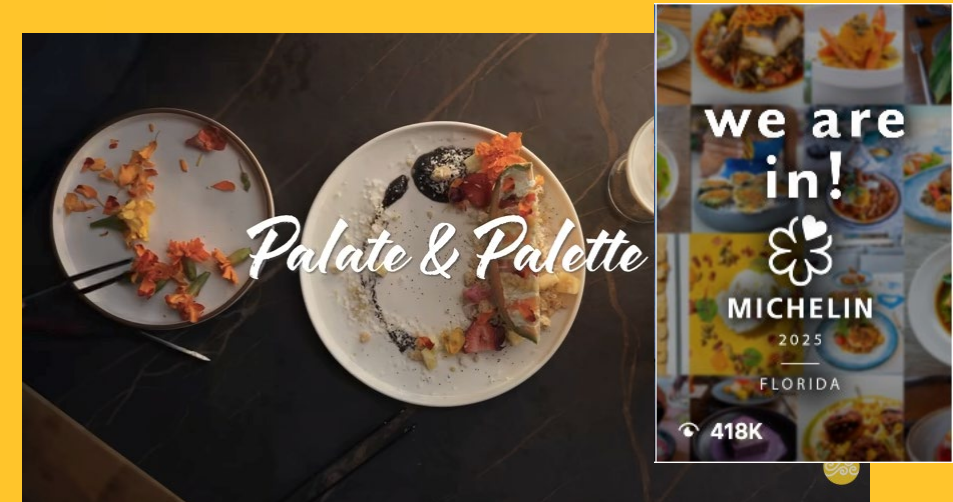
- Successfully executed a robust local media outreach plan for Still Shining and 727 Day, engaging with local TV, radio, print and online to tell the story of tourism in Pinellas County

Elevated Conversation Around our Dining Scene

- Created large-scale and impactful messaging about the growing St. Pete-Clearwater culinary scene
- Built relationships with local chefs and with leading culinary brands, Michelin & James Beard Foundation

Media & FAM trips

- Hosted more than 70 journalists and content creators from across the globe, representing domestic outlets and 9 different key international markets, generating extensive coverage in digital and traditional publications



2026

PR & Communications

Broaden Pitches and Outreach Targets

- Coordinate internally and with PR agencies to target travel-focused and non-travel focused publications to secure media coverage across all our main pillars of focus

Expand and Refine Influencer/Content Creator Strategy

- Develop a more comprehensive social media/influencer/content strategy that conjoins PR and marketing efforts

National Exposure

- Build the awareness of SPC through major TV programs filming in our destination In conjunction with the Film Commission seek out strategically relevant shows

2025 Community Engagement

TDC Dollars at work in the community

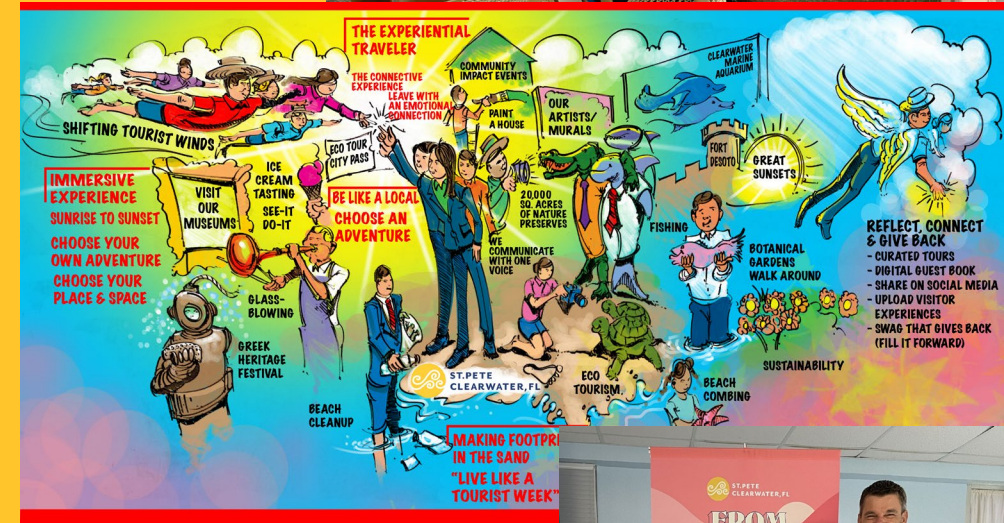
- Five Capital Projects were awarded funding for \$26,400,00. Eddie C. Moore Complex, Clearwater Marina, The Morean Arts Center, The Palladium and Clearwater Marine Aquarium. These projects will create even more reasons for our visitors and residents to enjoy our destination.

Chambers/Visitor Centers

- After Hurricanes Milton & Helene, the Chamber Funding Program was quickly adjusted to allow for impacted Visitor Centers to get back on their feet. In addition, new visitor measurement technology was installed in all chambers.

Engagement

- VisitSPC joined forces with St. Pete College & FRLA for an experiential Hospitality & Tourism Course, led Gulf to Bay Destination Trainings, and held a focus group with partners on upcoming Meaningful Travel Initiatives.



2026

Community Engagement

Capital Project Funding Program

- Improved program guidelines will allow for increased transparency, prioritization, and ROI, while also providing an opportunity for Beach Park Facilities to apply.

Welcome Center Pilot Program

- VisitSPC will be branding a countywide visitor center at a critical gateway to our destination. This facility will be available to millions of vehicles traveling the Courtney Cambell Causeway, bikers along the Pinellas Trail, and community members living in and around this area. This center will educate visitors on offerings throughout Pinellas and connect people to other visitor centers and communities around the county.

Meaningful & Accessible Travel

- Partnership with *Tourism Cares* to highlight meaningful travel experiences to potential travelers. Alongside these efforts we will be working towards making our destination more accessible for travelers through a partnership with *Wheel The World*, with trainings and certifications will be available to our stakeholders.

2025

Brand Activations

Out-of-Market Activations

- Executed activations in London, New York, Atlanta (x2), Philadelphia (x2), Cincinnati, and Orlando (x2)

Event Program & Funding

- Funding program & activations team supported 56 events delivering VisitSPC messaging to locals and visitors while introducing new promotional assets (concert stage, giant beach bucket, museum façade)

Partner Support

- Activations showcased partners including Crabby Bills, Clearwater Marine Aquarium, FloridaRAMA, PIE, Creative Pinellas, The Dali Museum, various hotel properties and many local businesses



2026

Brand Activations

Out-of-Market Activations

- Identify new and unique activation opportunities in key domestic and international markets.

Elite Event Data

- Pilot program, to accurately measure attendance and economic insights into our most important events

Brand Ambassador & Internship Program

- Refine and improve our popular programs that support the entire organization.

MEETINGS AND CONFERENCES

2025

Impact

134,011 room nights booked, generating \$2,166,617 in bed tax, and \$141,583,356 economic impact to the County

Destination Visits

56 site visits and 3 FAMS bringing over 100 clients/meeting planners to our destination and showcasing our hotels

Looking Ahead

90,548 room nights on the books for 2026 and beyond







LEISURE – INTERNATIONAL

2025

Global Trade Engagement

78 Trainings

5,713 Professionals Trained

27 FAMs

184 FAM Participants

Co-op Marketing Impact

15,453 Room Nights Generated

International Sales & Trade Outreach

Brazil , U.K., Mexico, and Germany Missions







LEISURE – US / CANADA

2025

Tradeshow Activations

IPW – Chicago Sunset 60 Celebration

Over 60 Tour Operators and Clients Attended

Co-op Marketing Impact

20,340 Room Nights Generated

Brand USA / Hotelbeds

Partner Participation in Sales Opportunities

Travel and Adventure Shows, IPW

Minneapolis, Chicago, Ohio Sales Missions





SPORTS

2025

Events by the numbers

136 events

157,213 room nights

\$92,611,706 in direct economic impact

\$1,517,839 in bed tax

Tradeshows

Attended 16 tradeshows where we held 246 meetings to recruit future events to Pinellas County

Sponsorships

Executed 5 sponsorships at tradeshows coming out of the hurricanes to let the industry know we were open for business and ready to host their events





FILM

2025

By the Numbers

Shoot Days: **498**

Crew Hires: **1,552**

Room Nights: **1,524**

Local Spend: **\$5,287,605**

Productions: **124**

Incentive Program Revisions and Rollout

October 2025

Trade Show Outreach

Gotham Week

AFCI

Cineposium



