



ST.PETE
CLEARWATER, FL

Marketing Update

March 2026



A Focus on Effectiveness

- Envisionit constantly monitoring our media placements and looking for opportunities and improvement
 - Already a significant improvement in digital ad performance and website traffic

Digital Ads	MoM
Impressions	+69%
Clicks	+52%
Spend	+51%
Cost Per Click	N/C

Website Metrics	MoM	YoY
Users	+18%	+139%
Engaged Sessions	+34%	+109%
Destination Guide Requests	+163%	+344%



Precision and Flexibility

- Capitalized on our audiences who is seeking alternative Spring Break plans with the unrest that is happened in Mexico.
 - Digital ads targeting people who have or were searching the Puerto Vallarta area for vacations.
- Weather Triggering
 - Three weeks ago, we added “winter escapee” messaging to capitalize on snowy markets. Increasing our spend in New York, Boston, Philadelphia.
 - Billboards on I95 (NY/NJ) and I90 (Boston) highlighting the real-time difference in temperature





ST. PETE
CLEARWATER, FL



79°

BOSTON

35°



Leave the Cold & Lounge on the Gulf

VISITSPC.COM

SCHEM
01/20/06

Wakefield Assoc

Clear Channel

Firestone Grand Prix

- Leveraging a marquee event for Visit St. Pete Clearwater
- Added welcome signage at PIE
- Focused marketing on maximizing exposure to the national and international broadcast audience
 - Friday practices on FS1
 - Saturday, the inaugural NASCAR Truck series, on Fox 12-3pm
 - Sunday, the opening of the IndyCar season, on Fox 12-3pm



Ground Transportation  
  Parking

Ground Transportation  
  Parking

Alamo

St. Pete-Clearwater Welcomes



EXIT

CAUTION

St. Pete-Clearwater Welcomes

Firestone GRAND PRIX

February 27 - March 1



St. Pete-Clearwater Welcomes

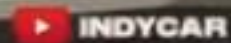
Firestone GRAND PRIX

February 27 - March 1





FIRESTONE GRAND PRIX



America's Favorite Beaches & So Much More

THE POINT-TO-POINT
START



Firestone

9 TO GO

1	10	PALOU	1:02.828
2	27	KIRKWOOD	-9.334
3	3	MCLAUGHLIN	-9.600
4	7	LUNDGAARD	-9.985
5	5	O'WARD	-15.471
6	28	ERICSSON	-22.862
7	2	NEUGARDEN	-23.948
8	18	GROSJEAN	-24.928
9	76	VEEKAY	-25.666
10	19	HAUGER - R	-28.403
11	66	ARMSTRONG	-30.669
12	80	ROSENQVIST	-31.657
13	12	MALUKAS	-32.820
14	45	FOSTER	-37.235
15	8	SIMPSON	-38.428
16	20	ROSSI	-43.943
17	14	RAHAL	-46.086
18	4	COLLET - R	-46.771

NTT INDYCAR
SERIES



INDYCAR

WE ARE ST.PETE
VISITSTPETE.COM

CLICK TO
SUBSCRIBE

Firestone Grand Prix

- Almost 3 million people saw the sun shining in St. Pete over the race weekend.

FOX Sports PR @FOXSportsPR X.com

1,039,000 viewers watched Layne Riggs win Saturday's inaugural @NASCAR_Trucks race from the streets of St. Petersburg in a thrilling finish on FOX!

@NASCARONFOX

FOX Sports PR @FOXSportsPR X.com

The Firestone Grand Prix of St. Petersburg delivered 1.4 million viewers Sunday on FOX to open the FOX INDYCAR season - even with last year.

Now, on to Phoenix for the FOX Sports 'Desert Double' as the NTT INDYCAR SERIES and the NASCAR Cup Series take on Phoenix Raceway on the same weekend!

YouTube

IndyCar: 328K views of the race and race highlights

NASCAR Trucks : 158K views of the race and race highlights



Firestone Grand Prix

- Millions more on social media.

Organic:

- Views: 2,187,547 views
- Accounts reached: 29,279
- Engagements: 16,163

727 Society & Partner Collab Posts:

- Views: 227,991
- Engagements: 10,392

Paid Ads:

- VisitSPC Landing Page Views : 26,642
- Impressions: 551,428
- Reach: 304,552



Valspar PGA

- Focused on pre-event content to connect the tournament with America's Favorite Beaches
 - Partnered with Ronde Barber, PGA Tour player, Stephan Jäger and golf personality, Will Lowery
 - Created a Sand Shot challenge, with a difference.





Rondé's

Epic-Impossible-Stunning-Surprise

Random-Tour

Sand Shot Challenge



Bruce Rector
Mayor of Clearwater

Valspar Championship Sand Shot Challenge (full version)

- Full 11 min episode on VisitSPC and Valspar Tournament YouTube channels

Time for a Change

Evolution

- After more than a year with our Ampersand campaign and a new advertising agency up to speed, it is time to evolve our message
- The Challenge
 - Most Florida destinations are a “sea of sameness” depicted by interchangeable images of sun and sand and happy people.
 - Rather than presenting the the world with a postcard, we will show them a pulse.
 - Ampersand was successful and stood out from the crowd, but the 50/50 split often limited the message. Emotion and storytelling is hard to convey

Our Message

Every beach destination promises sunshine and memories made in the sand, but in St. Pete-Clearwater, our promise stretches far beyond the shoreline.

Yes, our white-sand beaches are world-class, but this is a place where you can bask in so much more than sunshine.

Here, you can catch some rays and catch a show. Build a sandcastle and sleep in a palace, lay out on white-sand beaches and dig into world-class dining.

There is a unique cultural side to St. Pete-Clearwater

BEACH. CULTURE.



Targeting Our Message

- With precise targeting we can make sure our different target audiences get messaging and visuals that are most relevant to them



BEACH.
CULTURE.



**PEOPLE LOVE OUR
MUSEUMS JUST AS MUCH.**



Calida Kitchen & Wine

**PACK YOUR
SHADES,
OUR CHEFS
REALLY
SHINE.**



**BEACH.
CULTURE.**

**WHITE-SAND
BEACHES AND
WOWS THEY'LL
REMEMBER.**



Clearwater Marine Aquarium

**BEACH.
CULTURE.**





📍 The Dalí Museum

MELT INTO MORE THAN A BEACH CHAIR.



'26 OPPONENTS

HOME



BRING SUNSCREEN FOR YOUR GAME FACE.



 ST. PETE
CLEARWATER

BEACH.
CULTURE.



The Athletic | NFL | Teams | Scores & Schedule | Standings | Fantasy | NFL Odds | NFL Picks | NFL Draft | Log In | Start a free trial

NFL Combine Updates | Combine Hot Topics | Players to Watch in Indy | Top 100 Prospects | Top 150 Free Agents

Final, Jan 17 | SF 27 | INDU 16 | SEA 42 | NE 43 | Final, Jan 18 | LAR 20 | CHI 17 | Conference Championships | NE 10 | DEN 1 | SEA 31 | Final, Feb 9 | SEA 29 | NE 13 | Super Bowl LV

Green Bay Packers | Home | Scores & Schedule | Roster | Stats

ADVERTISMENT: **BRING SUNSCREEN FOR YOUR GAME FACE.** | ST. PETE CLEARWATER | Cheer on your team in Tampa and stay on Tripadvisor's favorite beaches. | [START PLANNING](#)

Green Bay Packers Scores & Schedule

DATE	OPPONENT	RESULT	ATTENDANCE	LOCATION
Sun, Sep 07, 2025	vs Lions	W 27 - 13	77,229	Lambeau Field
Thu, Sep 11, 2025	vs Commanders	W 27 - 18	77,289	Lambeau Field
Sun, Sep 21, 2025	at Browns	L 13 - 10	65,470	Huntington Bank Field
Sun, Sep 28, 2025	at Cowboys	T 40 - 40 OT	63,353	AT&T Stadium
Sun, Oct 12, 2025	vs Bengals	W 27 - 18	78,277	Lambeau Field
Sun, Oct 19, 2025	at Cardinals	W 27 - 23	64,810	State Farm Stadium
Sun, Oct 26, 2025	at Steelers	W 35 - 20	67,396	Acrisure Stadium
Sun, Nov 02, 2025	vs Panthers	L 16 - 13	77,864	Lambeau Field
Mon, Nov 10, 2025	vs Eagles	L 10 - 7	78,254	Lambeau Field
Sun, Nov 17, 2025	at Bills	L 28 - 31	88,000	Bank of America Stadium



2027



**THE
OCEAN
RACE**

A photograph showing a team of firefighters in yellow gear working in a snowy environment. The scene is filled with snow and ice, suggesting a winter or high-altitude setting. The firefighters are wearing heavy jackets and gloves, and one is holding a rope. The background shows a metal structure, possibly a ladder or part of a building. The overall atmosphere is one of intense physical effort and teamwork.

**THE TOUGHEST TEST OF
A TEAM IN SPORT**



CONNECTING THE WORLD



INTERNATIONAL TEAMS

**WORLDWIDE RACE ROUTE
CONNECTING CULTURES**

**15 HOST CITIES
5 CONTINENTS**

THE ROUTE 2027

ALICANTE

EUROPE

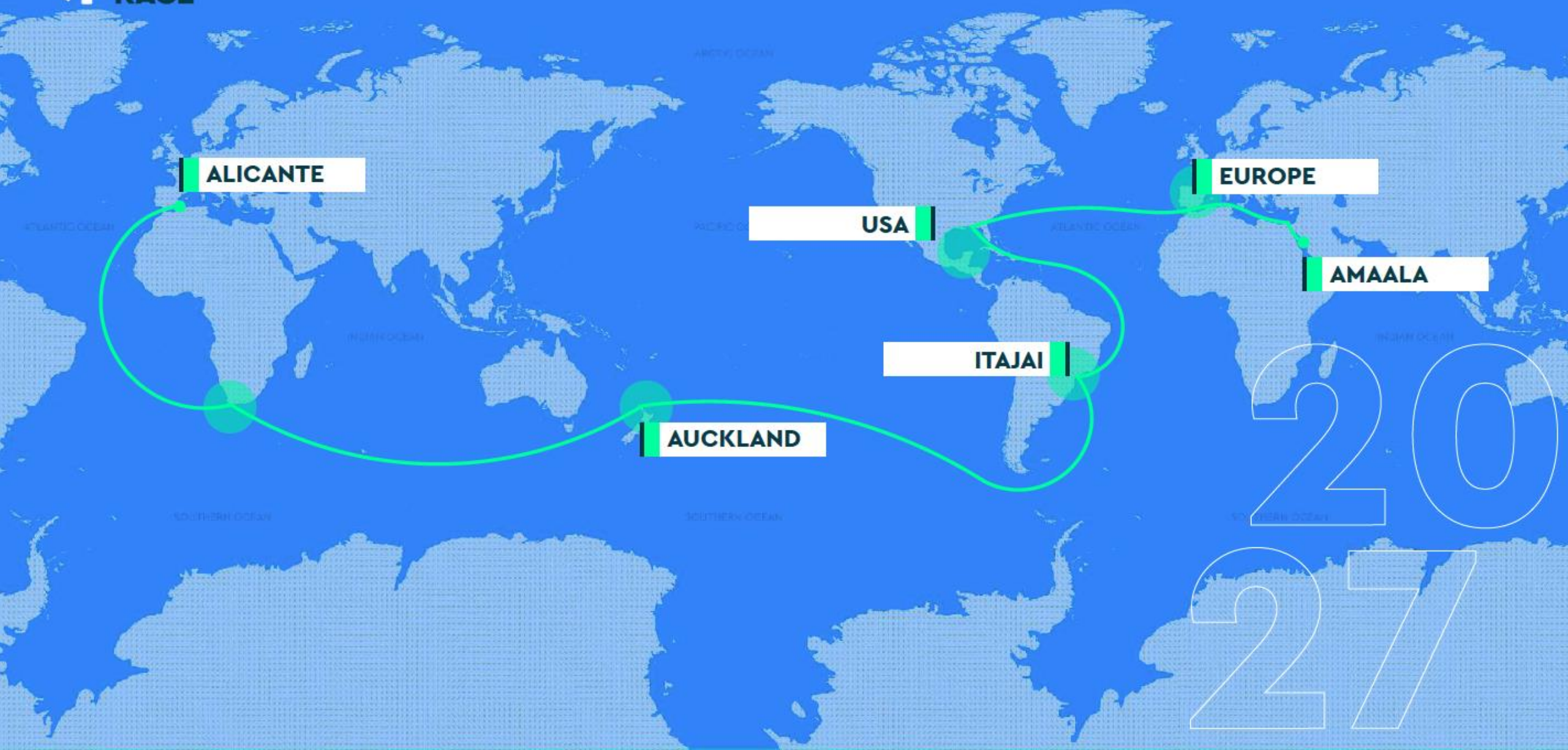
USA

AMAALA

ITAJAI

AUCKLAND

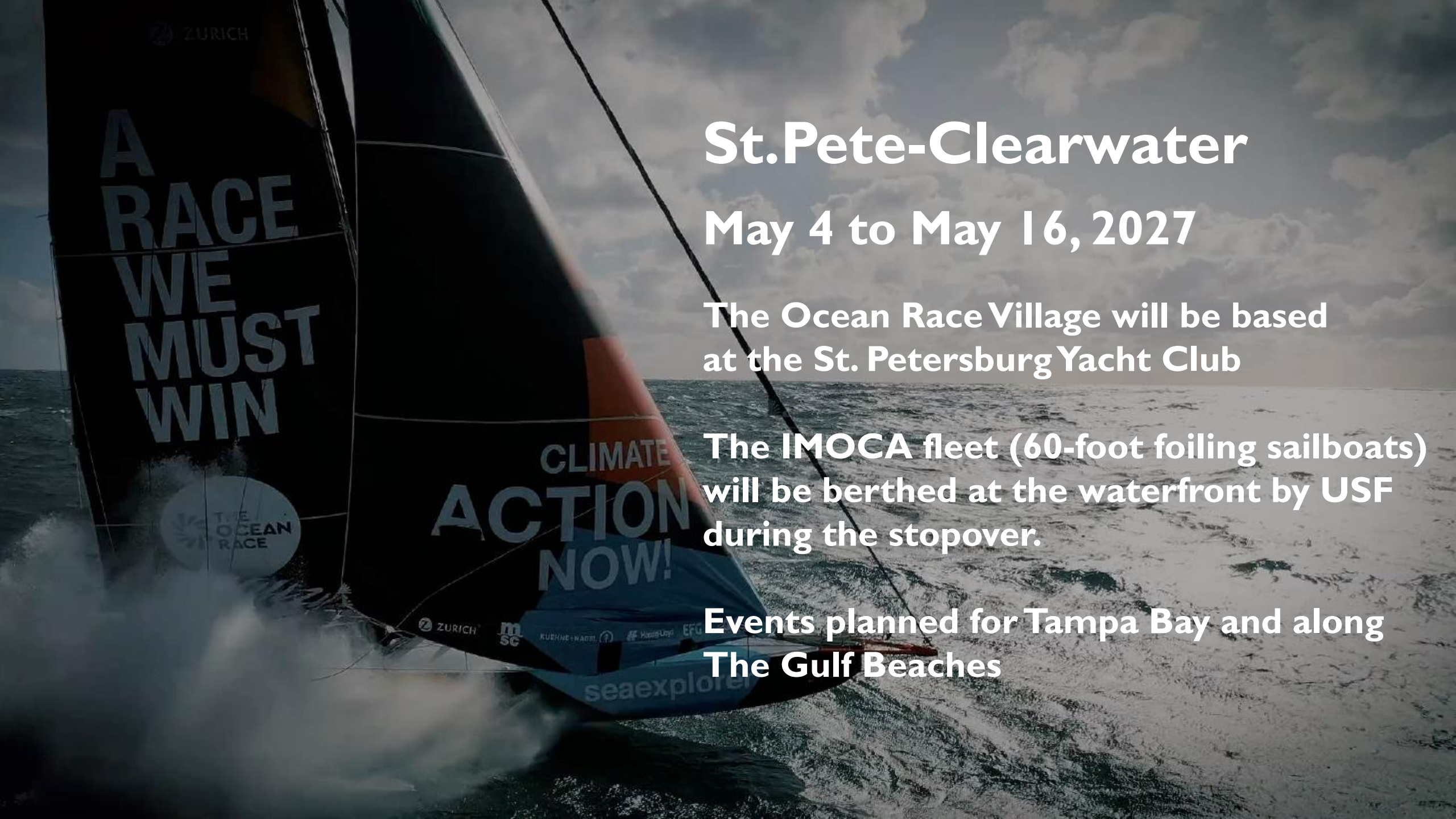
20
27





An aerial photograph of a large outdoor event, likely a regatta or festival, held in a harbor. The water is filled with numerous sailboats and motorboats, many of which are decorated with colorful banners and flags. A large crowd of people is gathered on the shore, particularly around the water's edge. In the background, there are several large, modern buildings, including a prominent white structure with a circular window. The overall scene is vibrant and festive.

OCEAN LIVE PARK



St.Pete-Clearwater

May 4 to May 16, 2027

The Ocean Race Village will be based at the St. Petersburg Yacht Club

The IMOCA fleet (60-foot foiling sailboats) will be berthed at the waterfront by USF during the stopover.

Events planned for Tampa Bay and along The Gulf Beaches