Table of Contents

Who We Are 03
What We Do 04
Staff 05
2021 Tourist Development Council Members 07
VSPC Funding 08
Value of Tourism 09
Wages 10
Performance Snapshot 11
Our Visitors 12
Influential Factors 14
Top 10 U.S. Feeder Markets 15
2020-2021 Year in Review 16
Measuring Marketing Success 19
2022 Marketing Approach 21
2022 Media Plan 23
2022 Department Goals & Strategies 26
Industry Resources 30
Who We Are

Visit St. Pete/Clearwater is the department of Pinellas County Government that functions as the official tourism marketing and management organization for the entire county and its 26 communities. Visit St. Pete/Clearwater (VSPC) is the consumer-friendly name by which the Pinellas County Convention & Visitors Bureau (CVB) does business. VSPC’s charge is to:

Enhance the county’s economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry.

Made up of 26 distinct communities, the area is best known for its record-breaking sunshine, 35 miles of spectacular white-sand beaches and a wide array of cultural offerings.

A variety of attractions, world-class museums, sporting and beach activities, arts, culture and nature-related experiences make Pinellas County an unparalleled vacation destination, and its location on a Gulf peninsula makes it truly unique among Florida beach destinations.
What We Do

VSPC works domestically and internationally to **develop and enhance sustainable tourism** for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture, and nature-based opportunities. The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others. VSPC also partners with the local airports on air service development initiatives.

VSPC has an in-house staff of 40, in addition to contracted sales, marketing, and PR representatives both locally and in Washington, D.C., New York, the United Kingdom, and Germany.
Staff

EXECUTIVE
Steve Hayes, President/CEO
Steve@VisitSPC.com
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SPORTS & EVENTS
Craig Campbell, Interim Director
Craig@VisitSPC.com
Caleb Peterson, Business Development Manager
Caleb@VisitSPC.com
Julie Bolfa, Business Development Manager
Julie@VisitSPC.com
2021 Tourist Development Council Members

Elected Officials
Chairman Dave Eggers
Pinellas County Board of County Commissioners
Frank Hibbard, Mayor
City of Clearwater
Rick Kriseman, Mayor
City of St. Petersburg
Melinda Pletcher
City of St. Pete Beach Commissioner
Julie Ward Bujalski, Mayor
City of Dunedin

Hotel/Motel
Vice-Chairman Russ Kimball, CEO
Sheraton Sand Key Resort
Clyde Smith, General Manager
Bilmar Beach Resort
Michael Williams, Managing Director
Innisbrook Golf Resort

Tourism Related
Phil M. Henderson, Jr., President/CEO
StarLite Cruises
Doreen Moore, Owner/President
Travel Resort Services, Inc.
Chuck Prather, Owner
The Birchwood
Trisha Rodriguez, Co-owner
Clearwater Ferry

Staff
Steve Hayes, President/CEO
Visit St. Pete/Clearwater
Michael A. Zas
Assistant County Attorney
VSPC Funding

VSPC is funded exclusively by a portion of the Tourist Development Tax, which is commonly referred to as the “Bed Tax”, a six percent (6%) tax collected on overnight accommodations in Pinellas County rented for less than six months.

Our purpose is to strengthen the county’s economy and employment level by investing the Bed Tax in innovative marketing and sales programs. The Pinellas County Board of County Commissioners (BCC) is responsible for oversight of these funds. VSPC reports to the Tourist Development Council (TDC), a 12-member council appointed as an advisory committee by the Pinellas County BCC to oversee the operations of VSPC. TDC members are responsible for making recommendations to the Pinellas County BCC on matters relating to the Bed Tax and the development and oversight of VSPC’s strategic program direction and budget.

Tourist Development Tax “Bed Tax:”
Proceeds from Pinellas County’s Tourist Development Tax not only fund tourism marketing programs but also several important community functions, including beach nourishment, construction on stadiums and museums, and reserves to be used in the event of an emergency.

2021 Tax Collected amount
Source: Pinellas County Tax Collector
Value of Tourism

$8 billion
With an annual economic impact of more than $8 billion, tourism spending exceeded $4 billion in 2020.

11% of all jobs
in Pinellas County are in tourism. From restaurants to flower shops, education programs to museums, tourism impacts it all.

$2.6 billion
Our local economy benefited from over $2.6 billion visitor generated wages in fiscal year 2021.

Pinellas County Economic Development
https://www.pced.org/page/PinellasOverview
2020 Destination Analysts Visitor Profile

Partners.VisitStPeteClearwater.com
Wages
As we all experienced, the tourism industry took a giant hit when COVID-19 arrived in the U.S. quarantining households and shutting down businesses in late March/early April of 2020. The good news is that for the first half of 2021, jobs and wages have rebounded and are pacing back to pre-COVID levels.
Performance Snapshot
(Fiscal Year Oct-Sept)

Hotel Occupancy
- 2019: 72%
- 2020: 56%
- 2021: 66%

Average Room Rate
- 2019: $148.51
- 2020: $134.42
- 2021: $158.07

Rental Occupancy
- 2019: 59%
- 2020: 50%
- 2021: 69%

Average Rental Rate
- 2019: $170.16
- 2020: $174.11
- 2021: $203.30

STR and KeyData Dashboard
Our Visitors

October 2020 - Sept 2021 Destination Analysts Visitor Profile

Total Visitors 14,501,644

Day Trip Visitors (Travelers) 4,600,345

Day Trip Visitors (Regional) 4,724,699

Hotel Guests 2,640,062

Visiting Friends and Relatives 492,414

Vacation Rental Guests 1,254,047

Other 75,949

Peer-to-Peer 714,128

Visiting Friends/Relatives (VFRs) - Pinellas County visitors who stayed overnight in the private residence of a friend or family member who lives in Pinellas County.

Vacation Rental Guests - Pinellas County visitors who stayed overnight in a condo, vacation home or other private home rental in Pinellas County.

Other - Pinellas county visitors who stayed overnight in other types of lodging.

Peer-to-Peer Home Share Guests - Pinellas County visitors who stayed overnight in a home share rental in Pinellas County booked through AirBnB, VRBO or similar.

Hotel Guests - Pinellas County visitors who stayed overnight in a Pinellas County hotel, motel, resort or inn.

Day Trip Visitors (Travelers) - Pinellas County visitors who came for the day, stayed overnight outside Pinellas County and reside outside the regional area surrounding the county.

Day Trip Visitors (Regional) - Pinellas County visitors who came for the day and reside in the regional area surrounding Pinellas County.

Oct 2020 - Sept 2021 Destination Analysts Visitor Profile
Our Visitors

$107,940
average household income

49
average age

2.6
average party size

2.1
nights in market

3
average length of stay

$266.38
average daily spending

$77.27
average spending on lodging per night
Influential Factors

- Beaches that suit my taste
- Weather
- Scenic beauty
- Overall ambiance & atmosphere
- Friends or family in the area
- Attractions in the area
- Arts & cultural offerings
- Restaurants, cuisine, food scene
- Easy to get to
- Recommendation from people I know
- Shopping opportunities
- A specific attraction
- Outdoor recreational opportunities

Purpose of Trip

- Vacation
- Visit friends or family in the area
- Other personal reasons
- Weekend getaway
- Attend special event
- Business
- Conference/tradeshow
- Attend sports event/tournament
- Wedding
- Pre-post cruise
- Honeymoon
- Government business/travel
Top 10 U.S. Feeder Markets (out of Florida)

1. Atlanta
2. New York
3. Philadelphia
4. Detroit
5. Indianapolis
6. Cleveland
7. Minneapolis/St. Paul
8. Cincinnati
9. Charlotte
10. Chicago

Arrivalist 2020
Partners.VisitStPeteClearwater.com
2020-2021 Year in Review

ACCOUNTING
- Met and exceeded Pinellas County mandates.
- Provided support to Pinellas County for the CARES Act Grant Program and produced one of their top reviewers of the program.

ADVERTISING & PROMOTIONS
- Launched a new advertising campaign to help reinvigorate travel.
- Generated a Total Economic Impact of $219.7 million, an ROI of $34.62 for every media dollar spent, with our Fall/Spring advertising campaign.
- Generated 543,629,118 traditional media impressions and 27,791,895 digital impressions in both in-state and out-of-state markets for our “Rise to Shine” media campaign.
- Introduced the “Rise to Shine” pledge, encouraging travelers to visit safely, which attracted over $5 million in press coverage. Consumers who took the pledge were entered to win the Ultimate Beach Day Getaway, garnering over 320,000 entries.

“Immerse Your Senses” print ad

Rise to Shine launch

Click to explore the new VisitStPeteClearwater.com
COMMUNITY & BRAND ENGAGEMENT
- Provided $500k in support through the Chamber Funding Program.
- Partnered with Visit Tampa Bay for the first-ever Pineapple Cup during National Travel & Tourism Week.
- Supported major activations including Super Bowl LV, St. Pete Pride and the Valspar Golf Championship.
- Provided internal support for other departments from Advertising (Rise To Shine, Sunshine Steward Street Team) to Sports & Events (Connect), and the Film Commission (Sunscreen Film Festival).

DIGITAL & COMMUNICATIONS
- Launched the newly designed VisitStPeteClearwater.com website.
- Honored with the 2021 Henry Flagler Award in Creativity in Public Relations for our St. Pete Pier virtual FAM.
- Shared hundreds of local stories and photos, including our minority-owned business spotlight, which generated thousands of engagements and millions of impressions monthly.
- Generated $24,678,343.91 in media value to the St. Pete/Clearwater area through PR outreach efforts around Super Bowl LV.

FILM COMMISSION
- Issued the most film permits for a single year in the 30-year history of the Film Commission.
- Lead the country in resuming film production with our incentive program, resulting in four feature films shooting in six months.

LATIN AMERICA
- Trained 1,968 tour operators and travel advisors in 31 destination webinars.
- Produced two new Portuguese destination videos and two Spanish virtual FAM videos in collaboration with the Film Commission.
- Developed successful Brazilian incentive campaigns to promote the VSPC Portuguese Advisory Program.

LEISURE TRAVEL
- Introduced virtual sales initiatives with AAA, VOX Canada & Brand USA.
- Created training videos for Florida Huddle and Visit Florida offices in the UK & Germany.
- Returned to in-person meetings including U.S. Travel Association’s IPW.
MEETINGS & CONVENTIONS

• Won the 2021 SMART Stars award by Smart Meetings.
• Won the 2021 Convention South Reader’s Choice Award.
• Created two virtual FAM videos in collaboration with the Film Commission.

SPORTS & EVENTS

• Generated new business from USA Softball, USA Artistic Swimming, My Hockey Tournaments, St. Pete Pride Run, Florida State USBC Bowling and Jersey Mike’s Basketball Classic, presented by Visit St. Pete/Clearwater.
• Launched a new business toolkit, including the Sports Planning Guide, video content, a YouTube Page and eNewsletters.
• Returned to in-person tradeshows like Connect and TEAMS.
Measuring Marketing Success

Post Campaign Key Findings

Destination Analysts fielded an Advertising Effectiveness & ROI Study on behalf of Visit St. Pete/Clearwater to benchmark the effectiveness of the 2020-2021 Fall/Winter recovery advertising campaign. This study not only reported on the campaign’s reach and return on investment, but also evaluated the effectiveness of the media providing insights to influence future initiatives.

$219.7M total economic impact generated by the campaign

$34.62:1 overall return on investment

Destination Analysts Advertising Effectiveness Study May 2021

Partners.VisitStPeteClearwater.com
Recall of Ads for St. Pete/Clearwater

Where they recall seeing/hearing ads for St. Pete/Clearwater

(\% of survey respondents who recalled a St. Pete/Clearwater ad unaided)

- Facebook: 53.1\%
- Video—online: 37.2\%
- Television—streaming: 32.9\%
- Television—traditional: 30.8\%
- Search engine: 27.6\%

41% unaided recall seeing/hearing an advertisement for St. Pete/Clearwater

40.9% aided recall seeing/hearing an advertisement for St. Pete/Clearwater

Point in Travel Decision When Exposed to Advertising

90.3% of St. Pete/Clearwater visitors reported that the ad campaign influenced their decision to visit.

93.7% of visitors who reported that the ad campaign influenced their decision to visit AND were at a point of potential conversion reported that the ad campaign was “important” or “very important” to the decision to visit.

41.5% of visitors who recalled at least one ad were subject to influence by the ad campaign in making the decision to visit.

Destination Analysts Advertising Effectiveness Study May 2021
2022 Marketing Approach

Marketing Objectives

• Positively impact tourist development tax by driving increased overnight visitation.
• Continue to explore opportunities to efficiently increase awareness and travel from out-of-state markets.
• Increase intent to travel across all advertised geographies and audiences.
• Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture.
• Explore growth opportunities in niche markets.
• Re-enter international markets when appropriate.
• Optimize initiatives to drive more efficiency and effectiveness.
• Leverage new components on the website to create rich and engaging experiences for visitors.
• Increase website content & leverage SEO opportunities.

Marketing Strategies

• Expand brand messaging and integration/collaboration across the organization to maximize impact.
• Shape the brand platform, audiences and markets based on newly fielded research and data inputs.
• Create integrated campaigns that push consumers through the marketing funnel.
• Reflect inclusiveness in our marketing efforts.
• Identify opportunities to elevate the brand through partnerships, activations and unique media opportunities.
• Identify niche audiences/interests to provide:
  — Product differentiation.
  — Distinctive targeting and messaging opportunities.
• Introduce new measurement processes to provide data on marketing effectiveness and insights for optimization.
• Apply relevant strategic plan recommendations into marketing efforts.
• Monitor international market opportunities to create a re-entry plan through Brand USA, direct and agency partners.
Target Geographic Markets

Out-of-State Markets - Developmental
- Chicago
- Atlanta
- Indianapolis
- Nashville
- Cincinnati

In-State Markets - Maintenance
- Orlando
- Miami/Ft. Lauderdale
- Jacksonville
- Ft. Myers/Naples

Target Leisure Core Audience

- Adults: 25-65
- Household Income: $100K+
- Travel to Florida on vacation
- Go to beach on vacation
- Interest in Arts/Culture
- Audience that align with our vibrancy platform
  - Fun: Life should be as much fun as possible
  - Variety: Seek out variety in everyday life
  - Curious: Explore and learn about new things
  - Excitement: Have stimulating experiences

Media Consumption Habits of our Target Audience

% More Likely than the National Average

- magazine: 12%
- radio: 18%
- out of home: 18%
- online: 20%
- television*: 30%

*TV index represents specific programming considered for media plan.

Source: 2019 Doublebase GfK MRI
### Visit St Pete-Clearwater – FY22 Media Plan

**Winter/Spring Campaign (October ’21-March ’22)**

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#### General Market (Consumer Travel)

**National/Regional**

**Magazine**

- 2022 Visit Florida Magazine, Garden & Gun Magazine, AAA Living North/South Magazines, etc.

**Digital**

- Programmatic digital media, Hulu (CTV), Rich media and native ads, Addressable National TV buy

**SEM**

- Google and YouTube

**Social Media**

- Facebook

**Public Relations**

- Events / Larger Initiatives: Arts-Focused, Holiday Events, Wellness/Fitness Focused, Sugar Sand Festival

- Pitching Focuses: Museum of American Arts and Crafts Movement, Cyber Monday, Spring Training, etc.

**Developmental Markets (Chicago/Atlanta/Nashville/Indianapolis/Cincinnati)**

**Broadcast**

- Broadcast/Cable TV (:30)

- Broadcast Radio (:30 second spots + promotional partnerships/influencers)

**Out-of-Home**

- Billboards/urban panels

- Wrapped fleet of vehicles

- Chicago ONLY: “L” Train Wraps

**Print**

- MNI Custom Luxury Travel Magazine Network (e.g. Real Simple, InStyle, HGTV Magazine, etc.)

- Nashville Lifestyles Magazine, Indianapolis Monthly Magazine, Cincinnati Magazine

**Maintenance Markets (Orlando/Jacksonville/Fort Myers-Naples)**

**Broadcast**

- Orlando ONLY: Broadcast TV (:30)

- Broadcast Radio (:30 second spots + promotional partnerships/influencers)

**Out-of-Home**

- Billboards (all maintenance markets)

- Billboards (Gainesville/Ocala)

**Airports:**

- Orlando Airport: Passenger Tunnel Domination

- Tampa Airport: Passenger Shuttle Domination

- St. Pete-Clearwater Airport Program (Baggage claim displays & video)
# Visit St Pete-Clearwater – FY22 Media Plan

## Winter/Spring Campaign (October ‘21-March ‘22)

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### Arts/Culture

#### Print

- National - Art in America Magazine and ArtNews Magazine
- Chicago Magazine
- Orlando Magazine
- City & Shore Magazine (Miami Lifestyle)

#### Broadcast Radio

- National Public Radio (NPR) (:15 spots)
- Chicago, Atlanta, Indianapolis, Cincinnati, Nashville, Orlando, Jacksonville, Ft Myers-Naples

#### Digital

- Programmatic digital media and native ads

### LGBTQ Niche

#### Print (National/Nashville)

- Passport Magazine, OutVoices Nashville Magazine

### Black Niche

#### Print

- Rolling Out Magazine - Atlanta/Chicago

#### Radio (30 spot: African American Format Stations)

- Chicago, Atlanta, Indianapolis, Cincinnati, Nashville, Orlando, Jacksonville, Ft Myers-Naples

### Latin Niche

#### Print

- MNI Hispanic Travel Magazine Network (Parents Latina and People En Espanol)
  - Chicago, Atlanta, Orlando, Miami- Ft Lauderdale

#### Radio (30 spot: Latin Format Stations)

- Chicago, Atlanta, Indianapolis, Cincinnati, Nashville, Orlando, Jacksonville, Ft Myers-Naples

### Hispanic Influencers Program
## Visit St Pete-Clearwater – FY22 Media Plan

### Winter/Spring Campaign (October ’21-March ’22)

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### Meetings & Conventions Niche

#### Print
- Northstar - Incentive Magazine
- FSAE - Source Magazine
- Chicagoland Forum Magazine

#### Lead Generation
- Northstar - Webcast, Telemarketing Program

#### Digital
- Northstar - Dedicated VSPC Branded Email Campaign
- FSAE - Dedicated VSPC Branded Email Campaign
- Chicagoland - Retargeting, Enewsletters
- WEX Geo-Fence

### Air Service Department
- Swoop Airlines
- Breeze Airlines
- Allegiant Airlines

### Sports Marketing Partnerships
- ESPN (Elite Invitational)

#### ESPN (Elite Invitational)
- 2022 Marketing Partnership

### Consumer Co-Op

#### Digital
- Display, Native, Pre-Roll Video and Custom Emails

### International
- Brand USA Co-Op Campaign

#### Brand USA Co-Op Campaign
- 2022 Program - Final Dates/Media TBD
FY 2022 Department Goals & Strategies

Advertising & Promotions

- Assist with implementing the action items from the new strategic plan.
- Increase brand awareness for the St. Pete/Clearwater area as a leisure travel destination, as measured by an advertising effectiveness & ROI study compared against the 2021 study findings.
- Increase intent to stay in overnight paid accommodations for the St. Pete/Clearwater area, measuring key signals of intent.
- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture.
- Collaborate with Tampa Bay Times to develop new editorial and photo content for the Gulf to Bay Issue No. 10 destination magazine that can be used across all of our marketing channels and that will influence visitation and extended stays in destination.
- Collaborate with Capital Funding recipients to bring value to the agreements.
- Collaborate with Elite Event Funding recipients to bring value to the agreements.
- Provide creative marketing support to VSPC sales departments and external County departments.
- Implement improved workflow system for internal team projects and agency projects.
- Source promotional products that align with sustainable/green initiatives.
Community & Brand Engagement

• Brand Engagement: Seek to identify opportunities to promote and grow the brand of St. Pete/Clearwater as it relates to sports, special events, event promotions, and brand activations.
• Community Relations: Engage and collaborate with industry partners and stakeholders on the value of tourism, the resources VSPC can offer, green initiatives, and community educational outreach.

Digital & Communications

• Help launch and implement the new 5-year strategic plan.
• Due to increasing digital need and evolving digital platforms, we must develop and launch new department websites, including Meetings, Sports and foreign language sites that will integrate into the new VisitStPeteClearwater.com website. The new platforms will allow us to better cater to the needs of each department and the digital customer.
• Showcase the destination to more than 30 high-profile media from our top key feeder markets and niche outlets in focus areas (culinary, arts, LGBTQ+) to generate destination coverage in print, online (blogs, websites, social media) and broadcast. Generate more than 150 quality media placements resulting in more than 150 million media impressions that promote St. Pete/Clearwater and its stakeholders as a travel destination.
• Generate monthly media coverage of VSPC and its partners efforts in key local outlets, like Tampa Bay Times, Tampa Bay Business Journal, St. Pete Catalyst and all of the broadcast stations (CBS, ABC, FOX, NBC, Bay News 9). In total, generate more than 25 media placements.
• Increase return on investment from digital marketing by 5%.
• Develop SEO content programmatic cycle to increase organic keyword search engine performance by 5%.
• Optimize digital marketing performance by maintaining performance for brand awareness, trip-planning inspiration and conversion metrics at 10% below industry averages, respectively.
• Create an organization-wide CRM training platform and evaluation process.
• Expand internal research training and insights program to our external stakeholders, while continuing internal efforts.
Film Commission

- Create branded digital media content and develop in-destination digital media content for YouTube, Vimeo, Amazon, etc.
- Support a minimum of 5 projects via the Film Business Development Program.
- Increase awareness and knowledge of the St. Pete/Clearwater area as a destination location for Commercial, Film, TV, Unscripted and Digital Content Production. Engage projects of all budget levels by actively soliciting projects from at least 5 trade shows and events. Advertise in a variety of formats at tradeshows and in trade publications.
- Continue to support the growth of a signature film festival event as a major tourism draw and showcase the area to out-of-town producers and filmmakers. Bring a minimum of 10 filmmakers to the destination.
- Increase awareness and knowledge of the St. Pete/Clearwater area as a filming destination to in-State based production companies. Track number of projects and leads from companies outside of Pinellas County.
- Host a minimum of 2 in-destination events utilizing recognizable entertainment industry talent to draw media and public attention to the area.
- Efficiently manage permit applications on a daily basis for all forms of production.
- Collaborate internally with VSPC departments and externally with 3rd party organizations on a minimum of 2 projects.

Latin America

- Increase awareness and knowledge of the St. Pete/Clearwater area as a leisure destination to key markets in Latin America: Brazil, Mexico, Colombia and Argentina.
- Digital Partnership: Continue to collaborate with the Digital and Advertising Departments to create specific content and marketing strategies for key Latin America markets that promote St. Pete/Clearwater brand awareness and provide metric movement.
- Host familiarization groups and Influencer visits to promote destination awareness in key Latin America markets. In FY19 we hosted 2 groups and 4 media/influencers on familiarization tours in the destination and in FY20 we hosted 1 group and 3 media/influencers.
- Produce collateral in Portuguese and Spanish languages to promote our region to key clients from each market.
- Increase local and international brand awareness and destination visitation through internal collaboration with VSPC departments and external collaboration with local airports.

Partners.VisitStPeteClearwater.com
Leisure Travel

- **Consumer Travel:** Increase consumer travel to the destination via participation in consumer initiatives throughout the USA and Canada.
- **Domestic Travel Trade Market:** Participate in Travel Industry/Tour Operator Trade Shows in key markets across USA. Execute Visit St. Pete/Clearwater Sales Missions for AAA Auto Clubs - destination specific sales training to educate AAA travel advisors on our destination, accommodation choices, arts & attractions, and the benefits of selling St. Pete/Clearwater to their customers.
- **Canadian & International Travel Trade Market:** The Leisure Travel Department will participate in Tour Operator Product Launches in 9 cities across Canada and execute an annual International Sales Mission that supports other key international markets. Explore new sales initiatives with Hotelbeds and other key Receptive Tour Operators.
- **Pinellas County Tourism Partnerships:** Initiate and execute creative sales opportunities to reach key Travel Advisors, Receptive Operators, Consumers and Tour Operator partners in top performing markets.

Meetings & Conventions

- **Generate 150,000 definite room nights resulting from the sales and services efforts of the Meetings and Conventions team.** Rooms are limited due to meetings being moved from FY21 to FY22. We will re-evaluate this number as the destination emerges from the pandemic and conditions continue to improve.
- **Increase awareness and knowledge of the St. Pete/Clearwater area by actively soliciting Requests for Proposals (RFPs) for industry trade shows to be held in Pinellas County during 2022, 2023 and 2024.**
- **Meeting Planner Experience, Sales and Services:** Increase the number of groups serviced during FY 2022 by 15%.
- **Focus on our strategic partnerships with third-party meeting planner organizations and identify opportunities to build the brand of St. Pete/Clearwater. Increase the number of definite room nights from these organizations by 10%.

Sports & Events

- **Seek to generate 150,000 room nights by retaining, recovering and/or growing aspects of the sports and events business based on pre-COVID-19 projections.**
- **Marketing & Advertising Campaign:** Create and implement an advertising plan to highlight local venues, facility partners and programming opportunities in Pinellas County.
- **Brand, Sales & Services:** Improve communication and awareness of our destination brand and various offerings, products and services to better engage with our target markets.
- **Continue monitoring and assessing our level of competitiveness relative to our facilities and programming capabilities to help us overcome deficiencies with our product offering.**
Industry Resources

Attend the Tourist Development Council Meetings

These two-hour monthly meetings are open to the public every third Wednesday of the month, live streamed, and available for viewing via archives on VisitSPC.com/TDC.

Updated Your Business Listing on VisitStPeteClearwater.com Recently?

Industry partners can update and upload information directly to their listing, including videos, photos, special offers, and even social media channels. If you do not have a username or password to log in, or have forgotten yours, email PR@VisitSPC.com.

Receiving Regular Emails from Us?

Subscribe to our industry email list. Please send your contact information to PR@VisitSPC.com and you will be added to the list.

Share Your Big Events and Important News with Us

We can help spread the word about renovations, new projects, packages, and special events. Send all announcements to PR@VisitSPC.com.
Socialize with VSPC

The joy of living in paradise comes with sharing this vibrant and breathtaking destination. Everyday experiences captured in the moment are shared across Facebook, Twitter, and Instagram. Follow along, enjoy the beauty, and add your bits of paradise to Visit St. Pete/Clearwater with #LiveAmplified, @VSPC or FB.com/VisitStPeteClearwater.

Participate in VSPC’s Advertising Programs

VSPC’s advertising programs offer opportunities for every budget. Visit the co-op advertising page at VisitSPC.com/Coop to learn more.

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This site is regularly updated with area statistics, including TDC materials and presentations, in addition to FAQs, like how to update your website listing.

Drop Us a Line

Have questions about what we do or don’t know who to contact, email Info@VisitSPC.com.