



**ST.PETE  
CLEARWATER  
FLORIDA**

## Activity Report

**Market:** Germany, Austria and Switzerland  
**Month:** 01 – 31 August 2018  
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**KAUS  
MEDIA  
SERVICES**



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## 1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS created a draft itinerary for the German group press fam trip in November 2018, which VSPC and KMS discussed and amended. KMS sent "save the date" notes to target top-tier media representatives to start the invitation process for the group press fam trip.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Petersburg / Clearwater among top-tier media professionals.
- KMS closely monitored the news situation regarding Red Tide in Florida and sent news updates to VSPC on a regular basis in order to keep the Communications Team updated about the media situation in the German speaking countries.
- KMS assisted journalists with their press fam requests for our destination and followed up on the journalists who completed their individual fam trips in July 2018.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland. We also distributed all news releases via TravMedia.com in Germany without any additional cost for VSPC.
- KMS registered VSPC to the International Media Marketplace in Berlin, Germany in March 2019. The event will be hosted at the Ritz Carlton Berlin.
- KMS prepared for the end of the fiscal year 2017/2018 and requested outstanding invoices from all vendors.
- KMS monitored all VSPC media clippings that we received in August 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



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## 2. NEWS RELEASES AND NEWSLETTERS

### 2.1 NEWS RELEASE

**KMS drafted and distributed the following press release:**

“Experience St. Pete like a local”

### 2.2 NEWSLETTER

KMS researched for story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in September 2018.



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p><b>Ms. Tina Seidling</b> Blog Lunch for One</p>	<p>Ms. Seidling is a German blogger focusing on food and travel topics. She contacted us as a result of our press release about the culinary and arts scene in St. Petersburg / Clearwater in June 2018. She asked about the possibility of an individual fam trip. After consultation with VSPC, we offered her a media rate at a hotel, which she declined. She did not decide yet whether or whether not she will visit our region for a day trip. We agreed to stay in contact and offered further support with information and attraction tickets in our area.</p>
<p><b>Ms. Alexa von Busse</b> Freelance Journalist reisereporter.de</p>	<p>Ms. von Busse visited our region in January 2018. We were in continuous contact with her to assist her with her media coverage and to find out about the publication date of her article. She apologized for the delay and informed us that it was originally scheduled for June or July 2018 but unfortunately, the editorial department postponed it. She promised to keep us updated about any further developments and we agreed to stay in contact. Furthermore, she sent us her invoice for agreed reimbursable expenses during her fam trip that we forwarded to Rooster PR.</p>
<p><b>Mr. Peter Wahl</b> Global Angler</p>	<p>KMS continued the liaison with Mr. Wahl from the Global Angler magazine. He completed an individual press fam trip organized by Visit Florida in June 2018, which included a two nights stay in our region. We supported him with information and photos for his article, which is supposed to be published in the next issue of his magazine in September 2018. We agreed to stay in contact with him and will continue following up.</p>
<p><b>Ms. Ellen Alpsten</b> Freelance journalist/ FAZ</p>	<p>KMS was in contact with Ms. Alpsten who plans to complete a press fam trip together with her husband and her three sons in October 2018. The press fam trip will be organized by Visit Florida including a three days long stay in St. Petersburg / Clearwater. Please find detailed information about the press fam trip in the respective section of this report.</p>
<p><b>Mr. Patrick Pohlmann</b> www.floridasunmagazin e.com</p>	<p>Mr. Pohlmann contacted KMS after the distribution of our newsletter in July 2018 in order to ask for more information about the GeckoFest in Gulfport. We immediately supported him with the requested information and he published an article about it on the website. The festival was published in the magazine's newsletter as well. We thanked him for the positive media coverage and added the article to the clipping section of this report.</p>



<p><b>Ms. Alina Grigorjan</b> Lufthansa City Center</p>	<p>Ms. Grigorjan from the Lufthansa owned travel agency chain "Lufthansa City Center" contacted us to ask for information about VSPC for their <i>LCC Reiseatlas</i>, a guide for their 300 German travel agencies that gives detailed information on destinations that are served by Lufthansa. Since the publication was travel trade and marketing related, we forwarded her request to Ms. Marion Wolf with VSPC's Central European Marketing Office in order to provide detailed marketing information about travel trade support of our destination in the German speaking countries.</p>
<p><b>Mr. Manuel Kalleder</b> Visit Florida Representative Germany</p>	<p>KMS continued the communication with Mr. Kalleder, the German PR representative of Visit Florida. We discussed possible individual press fam trips organized by Visit Florida and the way we may support the ones that are of highest priority for VSPC. All current fam trip arrangements are listed in the fam trip section of this report.</p>
<p><b>Ms. Petra Pachler</b> Magazin Genusszeit &amp; GesundReisen</p>	<p>As a result of our June 2018 press release, Ms. Pachler contacted us to ask for high-resolution photos of St. Pete / Clearwater's culinary and arts scenes. We immediately sent her the requested Photos and in return, she sent us with the link to her publication. We thanked her for the positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Mr. Christian Ehrlich</b> DOCOMA TV Produktion</p>	<p>KMS continued the liaison with Mr. Ehrlich, the organizer of the press fam trip in October 2018 with Visit Florida for the TV show "Elstners Reisen". For detailed information on the status of the organization of the the fam trip please visit the respective section of this report.</p>
<p><b>Ms. Karin Ochenbauer</b> Americareisen.at/ Canadareisen.at</p>	<p>KMS was in continuous contact with Ms. Ochenbauer from the Austrian websites americareisen.at and canadareisen.at. She published our press release about the new website <i>ExperienceCentralAve.com</i> on her website in August 2018. We thanked her for the media coverage and added the articles to the clipping section of this report.</p>
<p><b>Mr. Harald Braun &amp; Ms. Sabine Braun</b> BARBARA</p>	<p>KMS continued the liaison with Mr. Braun after his individual Florida round trip with Visit Florida in June 2018. During their trip, he and his wife stayed in St. Pete/Clearwater for two nights. We supported him with additional information on the Dalí Museum for his article and agreed to stay in contact in order to support positive media coverage on our destination.</p>



<p><b>Mr. Stefan Huelsmann</b> Falstaff Deutschland</p>	<p>After the distribution of our St. Petersburg / Clearwater press release in August 2018, Mr. Huelsmann contacted us to suggest a marketing cooperation with his magazine. We forwarded the contact information of Ms. Marion Wolf with VSPC's Central European Marketing Office to him in order to coordinate potential marketing opportunities with her. Furthermore, we offered our support for future media inquiries for our destination.</p>
<p><b>Ms. Stefanie Bisping</b> Freelance Journalist</p>	<p>We pro-actively contacted Ms. Bisping to inform her about the dates and the highlights of our upcoming group fam trip in November 2018. She was very interested in visiting our destination but unfortunately, she had to inform us that she will be travelling through Africa during that time. We agreed to stay in contact and will try to arrange an individual press trip for her in 2019.</p>
<p><b>Ms. Julia Witt</b> BILD</p>	<p>We pro-actively contacted Ms. Witt from Germany's largest newspaper "BILD" in order to inform her about the dates and the highlights of our upcoming group fam trip in November 2018. We will send her the final invitation and the itinerary as soon as possible.</p>
<p><b>Mr. Lars Nielsen</b> GEO Saison</p>	<p>KMS proactively contacted Mr. Nielsen from the leading German travel consumer magazine "GEO Saison" to inform him about the dates and the highlights of our upcoming group fam trip in November 2018. We will send him the final invitation and the itinerary as soon as the itinerary is finalized.</p>
<p><b>Mr. Nuno Alves</b> BILD/travelbook.de</p>	<p>We pro-actively contacted Mr. Alves from the online travel portal "travelbook.de" to inform him about the dates and the highlights of our upcoming group fam trip in November 2018. He showed interest in receiving more information and we agreed to send him the final invitation and the itinerary as soon as it will be finalized.</p>
<p><b>Mr. Philipp Laage</b> Deutsche Presseagentur (DPA)</p>	<p>KMS contacted Mr. Laage from the German newswire agency "DPA" (Deutsche Presse-Agentur) to inform him about the dates and the highlights of our upcoming group fam trip in November 2018. We will send him the final invitation and the itinerary as soon as possible.</p>
<p><b>Mr. Jens Lohwieser</b> Raufeld Medien</p>	<p>KMS pro-actively contacted Mr. Lohwieser from the editorial office "Raufeld Medien" in Germany and informed him about our group fam trip in November 2018. We agreed to send him the final invitation and the itinerary as soon as it will be completed.</p>



<p><b>Mr. Markus Faessler</b> Primus Publishing</p>	<p>After the distribution of our August 2018 press release, Mr. Faessler contacted us to suggest a marketing cooperation with his magazine. We sent him the contact details of Ms. Marion Wolf with VSPC's Central European Marketing Office in order to coordinate a potential marketing and advertising cooperation with him.</p>
<p><b>Christian W. Mucha</b> www.faktum.at</p>	<p>After the distribution of our August 2018 press release, Mr. Mucha published a copy of the release about <i>ExperienceCentralAve.com</i> on his news website. We thanked him for the positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Judit Simon</b> www.touristiknews.de</p>	<p>After the distribution of our August 2018 press release, Ms. Simon published an article about the website <i>ExperienceCentralAve.com</i> based on our release on her website. We thanked her for the positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Mr. Karl Teuschl</b> Freelance Journalist</p>	<p>Mr. Teuschl is current writes a Polyglott travel guide about Florida and asked us to help him with contacts to locals from St. Pete with newsworthy and relevant backgrounds for an interview. After consultation with VSPC, we connected him to a local Brewer and they completed a telephone interview. Mr. Teuschl was very thankful and promised to send us the results as soon as the travel guide is finished.</p>
<p><b>Mr. Rainer Wilken</b> Inside-america.de</p>	<p>KMS was in continuous contact with Mr. Wilken. We sent him our August release about the website <i>ExperienceCentralAve.com</i> and he published an article based on our press information on his website. We thanked him for the continuous support and positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Mr. Claus D. Breitenfeld</b> RmW - Redaktion motorisierter Wassersport</p>	<p>After the distribution of our August 2018 press release, Mr. Breitenfeld contacted KMS to ask for the possibility of completing a press fam trip in our region. We informed him about our group fam trip in November 2018 and agreed to stay in contact.</p>





#### 4. PUBLIC RELATIONS ACTIVITIES

- KMS created a draft itinerary for the German group press fam trip in November 2018, which VSPC and KMS discussed and amended according to VSPC's recommendations. KMS sent "save the date" notes to target top-tier media professionals to promote the upcoming group press fam trip. Final invitations will be sent after we have completed the itinerary.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Petersburg / Clearwater in the German-speaking countries.
- KMS assisted the following journalists with their individual fam trip requests for our destination: Ellen Alpsten (Freelance Journalist for FAZ), Christian Ehrlich (TV-Show Elstner's Reisen) and Volker Feuerstein (Fuldaer Zeitung). We stayed in close contact with the journalists who had completed their fam trips in June and July 2018: Harald and Sabine Braun (BARBARA Magazine) and Peter Wahl (Global Angler Magazine).
- KMS registered VSPC for TravMedia's International Media Market Place Germany 2019 in Berlin, Germany in March 2019.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS uploaded the articles of the press release to the travel network TravMedia.
- KMS published new posts on Facebook several times a week.
- KMS closely monitored the news situation about Red Tide in Florida and sent updates on the published media coverage to VSPC on a regular basis in order to quickly correct incorrect coverage after approval from VSPC.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS monitored all VSPC media clippings that we received in August 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
<p><b>Group FAM trip Germany</b> (November 11-16, 2018)</p>	<p>VSPC and KMS will organize a group press fam trip for target German media outlets in November 2018. We received discounted flight rates from Lufthansa for eight seats from Frankfurt to Tampa Bay from November 11 to November 16, 2018. The exact number of participants depends on the number of target top-tier media journalists that will accept the invitation. KMS and VSPC discussed an itinerary draft. KMS distributed information to the media outlets about the dates and the highlights of the trip. We will invite the journalists as soon as we receive the final itinerary.</p>
<p><b>Ms. Ellen Alpsten</b> Freelance Journalist/FAZ (October 28-31, 2018)</p>	<p>Ms. Alpsten is a freelance journalist with an editorial assignment for the daily newspaper Frankfurter Allgemeine Zeitung (FAZ). She will visit Florida with her husband and her three sons for a multiple-destination fam trip organized by Visit Florida and we agreed to host them from October 28 to 31, 2018. VSPC confirmed accommodation for them at the TradeWinds Island Resort in St. Pete Beach. KMS is in contact with Ms. Alpsten and will draft an itinerary according to her requests.</p>
<p><b>Mr. Christian Ehrlich</b> DOCMA TV Produktion (November 13-15, 2018)</p>	<p>KMS continued a close communication with Mr. Ehrlich from the TV production company who is responsible for the TV documentary "Elstners Reisen". He and his crew of four more people will come to Florida and stay in our region from November 13 to 15, 2018. They plan to film the vet's work of the CMA for their TV show. VSPC arranged accommodation for the TV team at the SpringHill Suites in Clearwater Beach and KMS now discusses what other arrangements they would like us to develop in order to create a draft itinerary. In addition, Mr. Elstner's granddaughter will join the trip.</p>
<p><b>Mr. Volker Feuerstein</b> Fuldaer Zeitung (December 3-4, 2018)</p>	<p>Mr. Feuerstein will be in our region on his Florida press fam trip organized by Visit Florida for one night from December 3 to 4, 2018. KMS was in contact with Mr. Feuerstein to discuss his requested research topics: The CMA, the history of the sponge divers in Tarpon Springs, the Don CeSar, the Dalí Museum and the breweries in our region. VSPC confirmed his accommodation at the Don CeSar and KMS will create an itinerary draft.</p>



## 5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS prepared for the end of the fiscal year 2017/2018 and requested outstanding invoices from all vendors.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.
- KMS communicated with the new warehouse in order to ensure that they have all information that they require to provide the mailing house services for VSPC in Central Europe.

## 6. KEY PERFORMANCE INDICATORS ACHIEVED

<b>KPI</b>	<b>Target of 12 months (Oct. 2017 – Sep. 2018)</b>	<b>Amount Achieved in August 2018</b>	<b>Amount Achieved to date</b>	<b>KPIs Remaining</b>
News Releases	12	1	11	1
Newsletters	6	0	5	1
Media Calls	15 – 20 p.m.	24	230	0-10
Media Visits	10 – 15	0	19	0



**7. JULY/AUGUST 2018 MEDIA COVERAGE Generated**

**Online**

	<b>Publication Date</b>	<b>Title</b>	<b>Media Title</b>	<b>Type of Media</b>	<b>Agency Assist</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	July 09, 2018	Culinary Arts in St. Pete/ Clearwater	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS press release June 2018	312,000	4,505
2	July 09, 2018	Culinary Arts in St. Pete/ Clearwater	www.touristiknews.de	German travel news website	KMS press release June 2018	302,100	4,780
3	July 12, 2018	Culinary Arts in St. Pete/ Clearwater at Florida's west coast	www.frankfurt-live.com	German news website	KMS press release June 2018	80,000	1,768
4	July 18, 2018	Museum's update from St. Pete/ Clearwater	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS newsletter July 2018	312,000	4,505
5	July 18, 2018	St. Pete's Grouper Week	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS newsletter July 2018	312,000	4,505
6	July 18, 2018	Markets at St. Pete/Clearwater	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS newsletter July 2018	312,000	4,505
7	July 18, 2018	Gulfport GeckoFest	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS newsletter July 2018	312,000	4,505



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8	July 18, 2018	St. Pete's Grouper Week	www.fischundfang.de	German fishing website	KMS newsletter July 2018	97,638	2,424
9	July 18, 2018	Museum's update from St. Pete/ Clearwater	www.touristiknews.de	German travel news website	KMS newsletter July 2018	302,100	4,780
10	July 23, 2018	Culinary Arts in St. Pete/ Clearwater at Florida's west coast	www.inside-america.de	German travel website	KMS press release June 2018	15,300	915
11	July 26, 2018	Markets at St. Pete/Clearwater	www.inside-america.de	German travel website	KMS newsletter July 2018	15,300	915
12	July 26, 2018	Golfport GeckoFest	www.inside-america.de	German travel website	KMS newsletter July 2018	15,300	915
13	July 26, 2018	Fenway Hotel Dunedin: The revival of a hotel icon is imminent	www.inside-america.de	German travel website	KMS press release July 2018	15,300	915
14	July 26, 2018	Fenway Hotel Dunedin: The revival of a hotel icon is imminent	www.amerikareisen.at / www.canadareisen.at	Austrian travel website	KMS press release July 2018	312,000	4,505
15	August 06, 2018	Culinary Art in Florida	www.genusszeit.at	Austrian food magazine	KMS press release June 2018	8,500	276
16	August 06, 2018	Culinary Art in Florida	www.genusszeit.at	Austrian food magazine	KMS press release June 2018	8,500	276



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17	August 20, 2018	Save the Date: GeckoFest, Gulfport	www.floridasun magazine.com	German travel magazine	KMS Newsletter July 2018	17,000	452
18	August 22, 2018	Experiencing St. Pete like a local	www.faktum.at	Austrian travel website	KMS press release August 2018	75,000	1,600
19	August 22, 2018	Experiencing St. Pete like a local	www.roadtrip.cc	German travel website	KMS press release August 2018	53,000	1,216
20	August 22, 2018	Experiencing St. Pete like a local	www.amerikarei sen.at / www.canadareis en.at	Austrian travel website	KMS press release August 2018	312,000	6,460
21	August 28, 2018	Experiencing St. Pete like a local	www.touristikne ws.de	German travel news website	KMS press release August 2018	302,100	6,255
22	August 31, 2018	Experiencing St. Pete like a local	www.inside- america.de	Austrian travel website	KMS press release August 2018	15,300	367
<b>Total Online</b>						<b>3,497,938</b>	<b>61,068</b>



### 7.1 Media coverage resulting from the German group FAM trip in November 2017

	<b>Journalist name</b>	<b>Number of published articles so far</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	Christian Stein	11	393,342	198,482
2	Dr. Bernd Kregel	11	1,253,436	110,655
3	Petra Zottl	14	1,631,891	882,825
4	Antonio Seidemann	31	513,778	509,560
5	Patrick Schluetter	15	1,654,882	279,579
6	Dr. Dieter Sattler	6	171,316	114,311
7	Tilman Guenther	2	454,284	170,289
	<b>Total</b>	<b>90</b>	<b>6,072,929</b>	<b>2,265,701</b>

### 8. TIME BILLING

<b>CONSULTANT</b>	<b>HOURS</b>
AXEL KAUS	22:45
ANNA SCHOMBERA	63:00
<b>TOTAL</b>	<b>85:45</b>



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## 9. MARKET UPDATE

### **GERMAN TOURISM STILL ON THE UPSWING**

**At this summer's temperatures, nobody has to travel south anyway, but the first half of the year in German tourism has already gone exceptionally well.**

According to the Federal Statistical Office in Wiesbaden, accommodation establishments in Germany reported 214 million overnight stays in the first six months of the year. This is an increase of four percent over the same period last year.

This means that the upward trend is continuing - and this is mainly due to guests from Germany. German visitors came to 175.4 million overnight stays (an increase of four percent), foreign visitors to 38.6 million (plus five percent). The statistics shall cover all collective accommodation establishments with at least 10 beds.

The Deutsche Tourismus Verband (DTV) (German Tourism Association) is pleased about the continuing good demand for holidays in Germany. New records have been set every year since 2010. "The heat of recent weeks will provide a further boost (...), which is why we expect overnight stays for 2018 as a whole to increase by more than four percent compared with the previous peak year 2017," says Claudia Gilles, Managing Director of DTV.

(Source: [www.touristikaktuell.de](http://www.touristikaktuell.de))

### **COOL TRAVEL AGENTS BOOK MORE SUMMER HOLIDAYS DESPITE SWEATING OVER HEATWAVE**

**Germans kept booking holidays in good numbers last month despite fears that the enduring heatwave would encourage them to head off on domestic holidays instead, according to the latest monthly GfK sales analysis.**





Sales revenues for summer 2018 trips grew by 5% in July, the market researchers' analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites found.

Overall, summer 2018 sales are now 13% ahead of last year. This means that last year's total summer revenues have been topped three months before the end of the season, indicating that summer 2018 will end up generating good growth. Travel agents, who account for 78% of total summer revenues, have an 8% rise in sales to date while online sales have increased even faster.

In terms of departure months, holidays in July (+13.6%) and September (+15.4%) have sold particularly well so far, but October is also showing double-digit growth. One third of July's total sales were late bookings for July and August, and another third for September and October.

At the same time, winter holidays were also in good demand last month with a slight 1% rise, the GfK analysis showed. More than one third of the July revenues were for holidays between November and April, which are currently 9% ahead of the same time last year thanks to very strong early bookings.

Most bookings were for holidays in November, December and January, which have double-digit growth rates. With Easter in mid-April next year, there is the usual drop in demand for March and stronger sales for April.

(Source: [www.fvw.com](http://www.fvw.com))



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## 9.1 TOUR OPERATOR & AIRLINE NEWS

### **DELTA AIR LINES TO LAUNCH NONSTOP SERVICE TO AMSTERDAM FROM TPA**

**As reporters, employees and curious passengers gathered in the Main Terminal SkyConnect atrium on Aug. 22, the buzz was fueled by the sight of fresh tulips, stroopwafels and bicycles near the stage where a big announcement was to be made.**

Finally, Executive Vice President of Marketing Chris Minner confirmed the big news: Delta Air Lines will launch year-round nonstop flights to Amsterdam from Tampa International Airport beginning May 23, adding a fifth European destination to TPA's route map and providing an easy gateway to Delta's vast network of worldwide connections.

Amsterdam was one of the three European cities TPA targeted for international air service development in late 2016.

"This was one of our top priorities and we worked closely with our partners to make it happen. It's a prime example of what we can achieve when we work together," Tampa International Airport CEO Joe Lopano said. "We're excited to embark on this new international partnership with Delta, which will benefit not only Tampa Bay travelers but our entire region as we bring more European visitors to our area."

The Amsterdam service is expected to have an economic impact on the region of \$110 million and create more than 1,000 jobs.

At a press conference held at TPA, several community partners praised Delta for bringing the service to the Tampa Bay area.

"Thanks, Delta, for all that you have done for this community," Tampa Mayor Bob Buckhorn said. "And thank you for believing in what the next chapter will look like for Tampa. We have much work ahead of us and we will not rest. Ever."



Visit St. Pete/Clearwater President & CEO David Downing stressed the importance of creating a nonstop connection to such a key European destination.

“To get directly there is a huge win for us,” Downing said. “Strategically, it fits perfectly with what we do to bring people to the number one beach in America right now, Clearwater Beach. We have offices in Germany, we have offices in the United Kingdom, and we’ve already been working with them to figure out how we can maximize the \$110 million this flight is going to bring to this region.”

Amsterdam Schiphol Airport is among Europe’s busiest airports and one of Delta’s largest European hubs, connecting passengers to destinations across Europe, the Middle East, India, Africa and Asia via Delta’s partner airlines Air France, KLM, Alitalia and Jet Airways.

Delta will use a 211-seat Boeing 767-300 for the flights, which will operate daily during peak travel periods and four to five times weekly during non-peak periods.

“Delta is putting great focus on our international expansion and Europe is an important part of this,” said Roberto Ioriatti, Delta’s Vice President Transatlantic. “Our new Tampa Bay flight offers our customers more choice and convenient connections throughout the United States and Europe in connection with our partners.”

In the past two years, TPA has added 44 new nonstop domestic and international routes. Since Lopano arrived at TPA in 2011, the Airport has seen a 126 percent increase in international passengers with the addition of nonstop service to Zurich, Panama City, Frankfurt, Reykjavik and other destinations. The international visitors have contributed to the Airport’s passenger growth, which is expected to surpass a record 21 million passengers in 2018.

When the Amsterdam flights launch next spring, TPA will offer passengers access to European travel on all three major airline alliances, with Delta’s SkyTeam added to Lufthansa’s Star Alliance and British Airways’ Oneworld. The alliances benefit those with frequent flyer status or mileage rewards, as well as providing an easier process to reach more international destinations.

(source: [www.tampaairport.com](http://www.tampaairport.com))

## **AMERICAN AIRLINES CUTS FLIGHTS FROM INTERNATIONAL CITIES AS FUEL PRICE RISES HIGH**

**As airline fuel price rises, American Airlines cuts its flight service to major international cities.**

The world's largest airline American Airlines by revenue said Tuesday that it plans to cut flights from Chicago to Shanghai, Philadelphia to Munich, and Los Angeles to Toronto among 11 total routes that will be dropped later this year and early in 2019.

Investors fretted earlier this year that airlines were planning to add too many flights, potentially sparking a fare war that could threaten profitability. Then fuel prices began to climb, prompting airlines to pare back their plans to add routes.

They would add fewer flights than planned this year. American, Spirit and Delta also said they would raise ticket prices to recover some of the higher costs. Those plans have helped bolster airline shares after a deep slump this year. The NYSE Arca Airline Index has risen 10% since June, after a 20% drop in the first six months of the year.

Jet-fuel prices have dropped a bit this month but are still up more than 30% from a year ago, according to the International Air Transport Association trade group.

American Airlines had previously said it would also suspend service between Chicago and Beijing this fall. American's spokesman said the airline is maintaining service between the U.S. and China from airports including Dallas and Los Angeles.

United President Scott Kirby, in an interview at an aviation conference in Denver, said American's cutbacks were "probably indicative of a healthier industry where all airlines are willing to stop flying money-losing routes, which didn't used to happen." American is also adding nine international routes in Phoenix, Dallas and Philadelphia next year. Phoenix will get flights to London, while Dallas is slated to start new flights to Dublin and Munich. American Airlines will add flights from Philadelphia to cities including Berlin and Bologna, Italy.

(Source: [www.travelandtourworld.com](http://www.travelandtourworld.com))

## 9.2 GERMANY ECONOMY NEWS

### EUROPE'S BANKS ARE LOSING CONNECTION

**The balance of power in the international financial world is shifting more and more. While Wall Street is becoming increasingly profitable, Europe's banks are lagging behind. There are several reasons for this trend.**

Germany's financial institutions are in a bad way. The Deutsche Bank, once the crown jewel of the domestic financial world, will no longer be listed in the European stock market index EuroStoxx 50 from September 24. And the Commerzbank, Germany's number two, soon flies off the German benchmark index Dax.

The plight of German banks fits well into a larger picture: Europe's leading banks are generally falling further and further behind in the race against their US competitors.

Europe's major banks were able to increase their profits in the first half of the year compared with the same period last year. Across the Atlantic, however, surpluses increased significantly more strongly, according to an analysis published on Tuesday by the consulting firm EY.

Accordingly, the ten largest financial institutions in Europe in terms of total assets earned a total of 26.3 billion euros in the first six months of 2018, nine percent more than a year ago. The ten largest US banks came in at around 69.1 billion euros - an increase of a good 19 percent. "Since 2012, the profits of American banks at the end of the first half of the calendar year have been at least twice as high as those of their European competitors," writes EY. The distance is increasing visibly.

The discrepancy between the financial worlds of the two continents has several causes in the view of the consulting firm. A particularly important aspect, therefore, is the different ways in which the financial crisis has been dealt with.



After the 2007/2008 crisis, the US government forcibly ordered state money from banks - and so, according to many experts, ensured that the local financial sector recovered much faster. In Europe, by contrast, ten years after the recent financial crisis, the contaminated sites have still not been cleared up.

A further complication in Europe is that the market is very fragmented and many banks compete for customers. In addition, historically low interest rates in the euro zone are depressing earnings. While the Fed has long since raised interest rates again, the European Central Bank (ECB) has not announced an initial interest rate hike until autumn 2019 at the earliest.

(Source: [www.spiegel.de](http://www.spiegel.de))

## **UNEMPLOYMENT FALLS TO ITS LOWEST LEVEL SINCE 2008**

The share of the unemployed in the euro zone fell to 8.2 percent. This was the lowest value ten years ago. Inflation in the currency area also fell slightly - and is now almost at the targeted level.

It took almost ten years for unemployment in the euro zone to return to the levels seen at the end of 2008, with the unemployment rate at 8.2 percent in July, according to Eurostat. The most recent rate was below this value in November 2008.

Unemployment had already fallen to this level in the previous month of June, Eurostat has now announced. This represents a 0.1 percentage point reduction in the unemployment rate originally announced for June from 8.3 percent.

According to Eurostat, 13.38 million people were unemployed in the euro zone in July, 73,000 fewer than in the previous month. According to the statisticians, the improvement in the labour market can be seen throughout the euro zone: "Over a year, the unemployment rate fell in all Member States in July 2018. The declines were therefore most pronounced in Cyprus, Greece and Portugal.

Eurostat calculates the unemployment rate according to the ILO standard. This differs from the unemployment rate calculated by the Bundesagentur für Arbeit (BA) (Federal Employment Agency) for Germany. According to ILO criteria, only someone who has not worked a single hour a week is counted as unemployed. According to the BA figures, however, all people who work less than 15 hours a week are also considered officially unemployed.

Unemployment in the currency area had risen sharply during the euro crisis. At the height of the crisis at the end of 2013, the rate reached a high of more than 12 percent. Since then, however, the situation on the labour market has improved noticeably. Unemployment continued to fall and is now back to pre-crisis levels.

### **Inflation at 2.0 percent**

However, the differences between the euro countries remain high: Greece continues to have very high unemployment. According to the latest figures, the rate there was 19.5 percent in May. By contrast, the ILO definition puts Germany in a particularly good position with a rate of 3.4 percent. According to the much broader BA figures, the unemployment rate in Germany was 5.1 percent in July.

Inflation in the common currency area weakened again somewhat in August. According to Eurostat, consumer prices were 2.0 percent higher than a year ago. In July, the inflation rate was still 2.1 percent.

Less volatile core inflation was also weaker than in the previous month. Excluding energy, food and beverages, consumer prices rose by 1.0 percent year-on-year. In July, core inflation was 1.1 percent.

Core inflation is considered by economists to be more meaningful for fundamental inflation. For a long time, the European Central Bank (ECB) had used it as an essential reason for its still extremely loose monetary policy. The ECB is aiming for an inflation rate of just fewer than two percent in the medium term. This goal has been achieved again since the spring, after years of failure to achieve it.



More expensive than a year earlier was energy in August. Energy prices rose by 9.2 percent year-on-year. Food and luxury foods were 2.5 percent more expensive. Rents for industrial goods and services, which also include rents, rose below average by 0.3 and 1.3 percent respectively.

(Source: [www.spiegel.de](http://www.spiegel.de))





**ST.PETE  
CLEARWATER  
FLORIDA**

## Contact

If you have any questions regarding this report, please do not hesitate to contact us.

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# ROOSTER<sup>PR</sup>

GLOBAL BRAND COMMUNICATORS



**ST.PETE  
CLEARWATER  
FLORIDA**

<b>REPORT</b>	PR Activity Report
<b>CLIENT</b>	Visit St. Pete/Clearwater
<b>MONTH</b>	August 2018

**Waterloo House, 207 Waterloo Road, London SE1 8XD**

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## Key Performance Indicators

KPI	Target over 12 months (Jan 2018 – Dec 2018)	Amount Achieved in August 2018	Amount Achieved to date	KPI's Remaining
Press releases	15	0	4	11
Media visits	10	0	4	6
Media briefings	25	4	32	0(+7)
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 0 Tabloid: 0 Regional: 1 Trade/B2B: 0 Consumer: 0 Online: 1 Broadcast: 0 Blogs: 1	Broadsheet: 5 Tabloid: 1 Regional: 1 Trade/B2B: 1 Consumer: 10 Online: 10 Broadcast: 1 Blogs: 8	Broadsheet: 5 Tabloid: 11 Regional: 13 Trade/B2B: 7 Consumer: 6 Online: 4 Broadcast: 0 Blogs: 0

## Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Regional	1 August	Cornwall Live	Lee Trehwela	<a href="#">Boardmasters welcomes Florida's famous Pier 60 to Fistral beach in Newquay</a>	800,000
Blog	14 August	Wanderlust Chloe	Chloe Gunning	<a href="#">Surf, Beach and Music: Boardmasters Festival 2018, Cornwall</a>	52,100
Online / Newswire	31 August	Florida Friday	Samantha Williams	Autumn in the Sunshine State	123,704

**N.B:** All 2018 coverage can be viewed on [CoverageBook](#)

## Activity

### Key Pitches

Journalist/blogger	Outlet	Topic
Samantha Williams	<b>Florida Friday</b>	Couples activities in St. Pete/Clearwater
Laura Millar	<b>Woman &amp; Home</b>	Winter sun destinations
Nancy Emery	<b>Staffordshire Living</b>	American beach holidays for 30-55 year olds
Andrew Eames	<b>Sunday Mirror</b>	Craft beer and real ale breaks
Zoe Bishop	<b>Take A Break</b>	Couples holidays
Nick Boulos	<b>Metro</b>	New developments in St. Pete/Clearwater
Audrey Gillian	<b>National Geographic Traveller</b>	Foodie trip to St. Pete/Clearwater
Catherine Bennion-Pedley	<b>Fabulous</b>	Babymoon and first baby holidays
Lottie Gross	<b>LoveExploring</b>	Destinations with brilliant shoulder seasons
Alexander James	<b>Telegraph Travel</b>	The Fenway hotel Opening

## **Activity**

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster researched top foodie influencers and traditional journalists for a potential trip opportunity
- Rooster met with Mackenzie Monteiro on Wednesday 8 August for media meetings and 2018/2019 PR planning
- Rooster participated in PR update calls
- Rooster continued to monitor red tide updates in the destination and scanned UK media for mentions, flagging any relevant coverage/updates to VSPC
- Rooster liaised with VSPC re participation at the following upcoming events:
  - WTM – to be treated as trade event rather than media event
  - Brand USA DMO & CVB Workshop – Rooster attending event on Monday 17 September
  - IMM London – Rooster secured space for VSPC at 2019 IMM in London
- Ongoing update of the coverage log and CoverageBook for accurate client reporting
- Ongoing liaison with VSPC re various group trip updates and destination updates

## **Media Liaison**

- Rooster arranged and attended one-to-one meetings with Mackenzie Monteiro on Wednesday 8 August, with the following UK media, to discuss the destination:
  - Abra Dunsby-Sircana, TTG
  - Chris Leadbeater, Daily Telegraph
  - Jacob Lewis, The Sun
- Rooster developed briefing notes for Mackenzie Monteiro ahead of media meetings
- Rooster liaised with Lee Trehwela at Cornwall Live re VSPC attendance and activity at Boardmasters for article
- Rooster liaised with Kate Nelson, Daily Star/Express, re idea of media visit to destination in light of her recent interest

- Rooster liaised with Woman & Home re Inn on the Beach inclusion in feature
- Rooster proactively and reactively pitched VSPC story opportunities to media

### **Media Trips**

- Rooster liaised with VSPC, Visit Tampa Bay and Norwegian re a joint FAM trip to take place in October, to mark Norwegian's inaugural flight to Tampa International
- Rooster continued development of trip itinerary for the FAM trip
- Rooster continued development of trip itinerary for Laura Hills, OK! Magazine media visit and began outreach to partners
- Rooster continued to liaise with client and flight support partners for potential Beauty Rocks trip

### **Boardmasters**

- Rooster continued to support VSPC with Boardmasters activity:
  - Rooster provided social media support: boosted posts, landing page and ongoing updates, as well as social media posts during Boardmasters Festival
  - Rooster participated in status update calls
  - Rooster reached out to media attending Boardmasters to invite them to the VSPC stand
  - Rooster finalised details for Wanderlust Chloe and Charlotte Wright's attendance at Boardmasters Festival
  - Rooster representative Charlotte Wright supported VSPC on the ground at Boardmasters Festival
  - Rooster compiled detailed report of Wanderlust Chloe's social media and blog coverage of VSPC at Boardmasters

# Social Media

## Facebook

- Rooster managed one boosted post to promote Boardmasters activity, promoting the holiday giveaway with Ocean Florida
- Organic Facebook activity continued through August with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Total page likes (UK) increased from **7,179** to **7,323** to an increase of **144**
- Total engagement (clicks) rate: **2,911**
- Total reach of our posts: **87,243**
- Total impressions including shares/likes/news feed placement: **118,932**
- The most popular post was the **Boardmasters boosted post** on 6 August. The post received **686 likes**, **27 comments** and **27 shares**, leading to a reach of **82,294**. There were **2,422** clicks on the post (right).

**Visit St. Pete/Clearwater (GB, IE, NO, ...)** Like Page

Published by Nick Wheywell [?] · 6 August at 17:10 · 🌐

Heading to Boardmasters this week? Come by and say hey!

We'll be on the Visit St. Pete/Clearwater stand with Visit The USA and Ocean Florida, where we will have live entertainment, games, giveaways and the chance to WIN A FAMILY TRIP to America's No.1 Beach! Never been before? Then get a taste of the destination with 360 views through our VR sets on the stand...

#LiveAmplified #Boardmasters2018 #visittheusa

**82,294** People Reached

**768** Reactions, comments & shares

<b>686</b> Like	<b>683</b> On post	<b>3</b> On shares
<b>23</b> Love	<b>22</b> On post	<b>1</b> On shares
<b>6</b> Wow	<b>6</b> On post	<b>0</b> On shares
<b>27</b> Comments	<b>26</b> On Post	<b>1</b> On Shares
<b>27</b> Shares	<b>27</b> On Post	<b>0</b> On Shares

**2,422** Post Clicks

<b>1,850</b> Photo views	<b>0</b> Link clicks	<b>572</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

**82,294** people reached

Boost Again

## Forthcoming activity and priorities

### **Activity**

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2018 to media
- Nick Wheywell, Head of Digital, to continue liaising with VSPC about paid social media activity

### **Press Trips**

- Ongoing monitoring of requests for press trip support/blogger requests
- Draft itineraries and contact partners regarding individual and group trip itineraries
- Continue liaison with Visit Tampa Bay and Norwegian re inaugural flight group FAM
- Finalise foodie journalist press trip media targets and present to VSPC
- Finalise target media list to pitch a review of the Fenway Hotel opening

### **Press Release/Pitches**

- Rooster to continue to liaise with media who have been receptive to recent pitches (Woman & Home, National Geographic Traveller)
- Rooster to develop press releases pending newsworthy aspects of the updated 'New & Now' or other relevant news that can be shared with UK press
- Rooster to continue pitching VSPC according to 2018 UK travel trade forward features
- Rooster to start pitching the 2019 Florida Botanical Gardens 50 couples ceremony to UK media



## Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

**James Brooke**, Managing Director

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**Memo**

**To:** David Downing; Leroy Bridges; Mackenzie Monteiro  
**From:** NJF  
**Date:** August 31, 2018  
**Subject:** Account Activity August 2018

We are pleased to provide highlights of public relations activities undertaken by NJF during the month of August 2018.

**MEDIA PLACEMENTS**

Outlet	Journalist	Topic	Reach	Date
AmsterdamNews.com	Sheryl Nance-Nash	Labor Day Getaways	105,400	8/16/18
Today Show	Mark Ellwood	Last Minute Travel Deals/Destinations	3,034,220	8/21/18
Today.com	Donna Freydkin	Labor Day 2018 Travel Ideas	23,920,536	8/21/18

**UPCOMING MEDIA PLACEMENTS**

Outlet	Journalist	Topic	Reach	Run Date
<i>Family Traveller</i>	Hannah Freedman	Destination Feature	100,00	Summer/Fall
Jacksonville Magazine's email newsletter	Ally Sorrells	SHINE St. Pete Mural Festival	25,000	October
<i>Simply Gluten Free</i>	Alex Beaven	St. Pete's Wellness Offerings	65,000	TBD
<i>PaperCity</i>	James Brock	Destination Feature	80,592	TBD
<i>The Dallas Morning News</i>	Katherine Rodeghier	St. Pete's "Renaissance"	295,251	TBD
<i>The Boston Globe</i>	Pam Wright	Feature on Central Arts District	323,396	TBD
PhillyVoice.com	Ed Condran	Feature on St. Pete	1,626,222	TBD
IntoMore.com	David Duran	Feature on St. Pete	819,620	TBD

**MEDIA VISITS & PRESS TRIPS**

- Fenway Hotel Press Trip: November 8 -11
  - NJF participated in a call with the VSPC and Hayworth PR teams on 8/16 to discuss logistics and outreach for the press trip.
  - NJF drafted an invite and shared with the VSPC and Hayworth PR teams.
  - NJF invited top-tier media including long and short-lead lifestyle and travel outlets. Initial interest includes:
    - *American Way* – Derrick Lang
    - *Freelance (DuJour, Men's Journal, Saveur)* – Ian Centrone
    - *InsideHook*, Alex Lauer

- Freelance (Forbes, CNT, GQ), John Oseid
- Freelance (Daily Herald), Jacqueline Runice
- *Simply Gluten Free* - Freelancer Alex Beaven
  - Lunch with Mackenzie - 8/17
  - Coverage: Feature story on St. Pete's wellness offerings

## EVENTS

- Visit Florida Media + Consumer Event: October 11, 2018
  - NJF participated in a webinar on 8/8 to learn more about the upcoming event; NJF shared notes from the webinar with the VSPC team.
  - NJF provided suggestions for a "local voice;" VSPC team decided it was not necessary to send a local voice for this event.
  - NJF registered on behalf of the VSPC team for this event.
- Royal Palms Chicago Event
  - NJF held a call with Royal Palms Chicago team to discuss doing a media/influencer event in January and shared details with VSPC.

## PITCHING AND OUTREACH

- NJF drafted and distributed a pitch about Labor Day Getaways, including Postcard Inn's "Sunsational Summer" deal to short-lead lifestyle, travel and deals outlets and art focused outlets including (but not limited to):
  - **CondeNastTraveler.com**
  - **TheNewYorkTimes.com**
  - **TownandCountryMag.com**
  - **TravelandLeisure.com**
  - **USA Today**
- NJF distributed a pitch on new art happenings across the world for Fall 2018, including "This is Not a Selfie" at the Museum of Fine Arts and "Bill Graham and the Rock & Roll Revolution" at The Florida Holocaust Museum, to short-lead travel, lifestyle, and art outlets including (but not limited to):
  - **Brit + Co**
  - **CNN Travel**
  - **Domino.com**
  - **DuJour.com**
  - **FathomAway.com**
- NJF continued to pitch the destination as well as the Vinoy's "Couples Getaway" package in a roundup of hotels and destinations for National Romance Month (August) to short-lead travel and lifestyle outlets including (but not limited to):
  - **AFAR.com**
  - **HarpersBazaar.com**
  - **Jetsetter.com**
  - **MyDomaine.com**
  - **RedbookMag.com**
- NJF continued to pitch the destination and TradeWinds Island Resorts' "Sit. Stay. Play. 3-Night Pet Package" in a roundup of hotels for National Dog Day (August 26) to short-lead travel and lifestyle outlets including (but not limited to):
  - **Bustle.com**
  - **HuffPost.com**
  - **Refinery29.com**

- **TravelandLeisure.com**
- **TravelWeekly.com**
- NJF distributed a food-focused pitch highlighting new restaurants and F&B updates to targeted publications including ***Bon Appétit*** and ***Food & Wine***, among others.
- NJF pitched the destination and the Postcard Inn's Sunsational Summer Deal to freelance writer Mark Ellwood for consideration for his upcoming **Conde Nast Traveler X The Today Show** segment; coverage ran on 8/21.
- NJF began targeted pitching for Central Avenue spotlighting the new website, to columns including **AFAR's** "One Great Block" and **WSJ. Magazine's** "Top Block."
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
  - **CultureTrip.com**, Matt Kirouac – Best Art Alleys
  - **USA Today**, Sarah Maiellano – New Museum Exhibits
  - **Dallas Morning Show**, Kimber Westphall – Labor Day Getaways

## MISCELLANEOUS

- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:
  - Fall Press Trip
  - Visit Florida Media + Consumer Event
  - Hotel Development
  - Art & Culture Updates
  - Upcoming Museum Openings & Exhibits
  - New Restaurant/Bar Updates