



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 31 July 2018
Submitted by: Axel Kaus, Managing Director
Phone: +49 (0)511 899 890-11
E-Mail: akaus@kaus.net

**KAUS
MEDIA
SERVICES**



Marketing
Communications
Consulting



**ST.PETE
CLEARWATER
FLORIDA**

CONTENTS

1. MONTHLY ACTIVITY HIGHLIGHTS	3
2. NEWS RELEASES AND NEWSLETTERS	4
3. MEDIA RELATIONS AND MEDIA LIAISON	5
4. PUBLIC RELATIONS ACTIVITIES	9
5. MISCELLANEOUS ACTIVITIES	11
6. KEY PERFORMANCE INDICATORS ACHIEVED	11
7. JULY 2018 MEDIA COVERAGE	12
8. TIME BILLING	15
9. MARKET UPDATE	16



1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS and VSPC discussed ideas for the German group press fam trip in November 2018 and KMS will work on a draft itinerary.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for SPC.
- KMS assisted journalists with press fam requests for our destination and followed up on the journalists who completed their individual fam trips in June and July 2018.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS drafted a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS monitored all VSPC media clippings that we received in July 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



**ST.PETE
CLEARWATER
FLORIDA**

2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following press release:

“Fenway Hotel Dunedin: The revival of a hotel icon is imminent”

2.2 NEWSLETTER

KMS drafted the July newsletter and distributed it to qualified media in Germany, Austria and Switzerland.

The newsletter included the following topics:

- Museum’s update: Current and upcoming exhibitions at the James Museum, MFA and Chihuly Collection
- St. Pete Grouper Week
- Markets at St. Pete: Brocante and Indie Market
- Gulfport GeckoFest



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p>Mr. Harald Braun & Ms. Sabine Braun BARBARA</p>	<p>KMS continued the communication with Mr. Braun after he and his wife completed an individual Florida round trip with Visit Florida in June 2018. During their trip, they stopped in St. Pete/Clearwater for two nights. Mr. Braun returned the evaluation form and we contacted him to develop a better understanding of their complaints about the hotel. We offered him our support with additional information for his article and agreed to stay in contact.</p>
<p>Ms. Sonja Doemski Freelance Journalist</p>	<p>Ms. Doemski contacted us after we distributed the VSPC press release in June 2018 to ask about the possibility of participating in a group press fam trip and we informed her that we plan a trip in November 2018. We agreed to stay in contact.</p>
<p>Mr. Thomas Kalweit FISCH & FANG</p>	<p>As a direct result of our July 2018 newsletter, Mr. Kalweit contacted us to ask for high-resolution photos about St. Pete's Grouper Week. KMS supported him with the requested photos and he published an article about it on his website. We thanked him for the media coverage and added the article to the clipping section of this report.</p>
<p>Ms. Susanne Seufert Freelance Journalist</p>	<p>Ms. Seuffert completed a self-organized Florida round trip in March 2018 and during her stay in our region, VSPC supported her with several activities. We now continued the liaison with her and she informed us that she had sent the article to several editorial departments of the newspapers and magazines. She ensured us to keep us updated about any developments and we agreed to stay in contact.</p>
<p>Mr. Peter Wahl Global Angler</p>	<p>KMS was in pro-active contact with Mr. Wahl from the Global Angler magazine. He and his wife completed an individual press fam trip organized by Visit Florida in June 2018, which included a two nights long stay in our region. We supported him with more information on the restaurants they had visited for his article, which is supposed to be published in the next issue of his magazine in September 2018.</p>
<p>Ms. Ellen Alpsten Freelance journalist/ FAZ</p>	<p>KMS was in contact with Ms. Alpsten who plans to complete a press fam trip in October 2018 together with her family (2 adults + 3 children). The press fam trip will be organized by Visit Florida including a three days long stay in SPC. Further information can be found in the fam trip section of this report.</p>



<p>Ms. Yvonne Beck Freelance Journalist</p>	<p>After the distribution of our July 2018 press release, Ms. Beck contacted us to ask about the possibility of participating in a group press fam trip and we informed her that we plan a trip in November 2018. We agreed to keep her updated on any developments and to stay in contact.</p>
<p>Mr. Manuel Kalleder Visit Florida Representative Germany</p>	<p>KMS is in constant contact with Mr. Kalleder, the German PR representative of Visit Florida. We discussed possible individual press fam trips generated by Visit Florida and the way we may support them. VSPC and KMS decided to refuse support for Mr. Wolfgang Greiner (Road Trip Magazine) on a Florida roundtrip suggested by VF. All other current fam trip arrangements are listed in the fam trip section of this report.</p>
<p>Ms. Sandra Schmidt Der neue Tag</p>	<p>As a direct result of our June 2018 press release, Ms. Schmidt contacted us to ask for high-resolution photos of the culinary arts scene. We supported her with further information and sent her the requested images. She ensured to keep us updated about a possible publication and we agreed to stay in contact.</p>
<p>Ms. Karin Ochenbauer Americareisen.at/ Canadareisen.at</p>	<p>KMS is constantly in contact with Ms. Ochenbauer from the Austrian websites americareisen.at and canadareisen.at. She published our press release from June as well as the latest one from July and the articles of the KMS newsletter of July on her website. We thanked her for the regular media coverage and added the articles to the clipping section of this report.</p>
<p>Mr. Karl Riffert Reise Trend</p>	<p>After the distribution of our June 2018 press release, Mr. Riffert 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.</p>
<p>Ms. Marion Trutter Freelance Journalist</p>	<p>KMS continued the liaison with Ms. Trutter after providing her with SPC story ideas and suggesting her the possibility of completing a press fam trip to our region at the VISIT FLORIDA media reception. She showed interest in the Dalí Museum and we provided her with further information. We agreed to stay in contact.</p>
<p>Mr. Robin Melliger Petri Heil</p>	<p>After the distribution of our July 2018 newsletter, Mr. Mellinger contacted us to ask for additional imagery of St. Pete's Grouper Week for the Swiss fishing publication <i>Petri Heil</i>. KMS supported him with the requested photos and we agreed to stay in contact.</p>



Mr. Matthias Peter www.reisen- experten.de	We proactively contacted Mr. Peter to pitch our story ideas and he asked for high-res photographs of our beaches. We provided him with the imagery and offered our support if further information or material was required. He also suggested a marketing cooperation and we sent him the contact details of Ms. Marion Wolf with VSPC's Central European Marketing Office.
Mr. Robert Doerk Robert's Magazine	After the distribution of our July 2018 newsletter, Mr. Doerk contacted us to ask for high-res images of the Gulfport GeckoFest. We sent him the requested photographs and offered him our further support.
Mr. Dirk Baumgartl Blu media network	KMS supported Mr. Baumgartl with information about the awarded beaches of our region for an article in the Bavarian LGBT Magazine <i>Leo</i> . We added his article about a new gay guide for the Tampa region to the clipping section of this report.
Mr. Urs Huebscher IMAGINE	Mr. Huebscher contacted us to ask about the possibility of participating in a group press fam trip and we informed him that we plan a trip in November 2018. We agreed to keep him updated and will stay in contact.
Ms. Ilse Romahn www.Frankfurt- Live.com	As a result of our June 2018 press release about the culinary arts scene of SPC, Ms. Romahn published a replica of the article on her website. We thanked her for the coverage and added the article to the clipping section of this report.
Mr. Christian Ehrlich DOCMA TV Produktion	KMS was in contact with Mr. Ehrlich, the organizer of the planned press fam trip in October 2018 via Visit Florida for the TV show "Elstners Reisen". Further information can be found in the fam trip section of this report.
Mr. Achim Stahn Interpress IPR	Mr. Stahn contacted us as a reaction to our July 2018 press release about the Fenway Hotel. He asked for further renderings or photographs and we supported him with the requested images. We agreed to stay in contact and support him with additional information if required.
Sven Klawunder www.touristiknews.de	After the distribution of our July 2018 newsletter, Mr. Klawunder published a replica of the article about the museum's updates on his website. We thanked him for the coverage and added the article to the clipping section of this report.



<p>Mr. Stefan Klug Maerkischer Markt</p>	<p>KMS contacted Mr. Klug again to ask about a possible publication date of his article. He had visited our area in March while he was on vacation with his family in Florida and VSPC arranged some activities for them. He informed us that his story is ready to be published but it had been postponed several times. He assured us to keep us informed about the publication date and we agreed to stay in contact.</p>
<p>Mr. Rainer Wilken Inside-america.de</p>	<p>KMS maintained the close contact with Mr. Wilken who publishes articles about our destination on a regular basis. We sent him our press releases and the VSPC July newsletter 2018 and after returning from his summer holiday, he published four online articles based on our distributed press-information of June and July. We thanked him for the continuous support and added the articles to the clipping section of this report.</p>



4. PUBLIC RELATIONS ACTIVITIES

- KMS and VSPC discussed ideas for the German group press fam trip in November 2018 and KMS is currently working on a draft itinerary. The list of journalists that KMS would recommend was already confirmed by VSPC.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for SPC.
- KMS assisted the following journalists with their individual fam trip requests for our destination: Ellen Alpsten (Freelance Journalist for FAZ) and Christian Ehrlich (TV-Show Elstners Reisen). We stayed in close contact with the journalists who had completed their fam trips in June: Harald and Sabine Braun (BARBARA Magazine) and Peter Wahl (Global Angler Magazine). We kindly declined the request of Mr. Wolfgang Greiner (Online Magazine Road Trip).
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS drafted a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS provided Visit Florida with information about our region for a press release about the topic "Wildlife".
- KMS uploaded the articles of the press release and the newsletter to the travel network TravMedia.
- KMS published new posts on Facebook several times a week.
- 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 July 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
Group FAM trip Germany possibly November 11-16, 2018	KMS and VSPC will arrange a group press fam trip for target German media outlets in November 2018. We received discounted flight rates for the dates of November 11 to November 16, 2018 from Lufthansa. We are holding eight seats on the above-mentioned flight. The exact number of participants depends on the number of target media journalists who will accept the invitation. KMS is currently working on an itinerary draft.
Ms. Ellen Alpsten Freelance Journalist/FAZ (October 28-31, 2018)	Ms. Alpsten is a freelance journalist with an editorial assignment for the daily newspaper Frankfurter Allgemeine Zeitung (FAZ). She plans a Florida round trip via Visit Florida with her husband and her three sons and we agreed to host them from October 28 to October 31, 2018. KMS is in contact with Ms. Alpsten and will draft an itinerary according to her requests.
Mr. Christian Ehrlich DOCMA TV Produktion (November 13-15, 2018)	KMS continued the liaison with Mr. Ehrlich from the TV production company who is responsible for the TV documentary "Elstners Reisen". He and his team of four more people will come to Florida and stay in our region from November 13 to November 15, 2018. They plan to film the work of the CMA for their TV Show. KMS discussed with Mr. Ehrlich what kind of accommodation the team would prefer and we sent some suggestions to VSPC. We are now discussing what other arrangements besides the filming they would like us to develop to create a draft itinerary.



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 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

KPI	Target of 12 months (Oct. 2017 – Sep. 2018)	Amount Achieved in July 2018	Amount Achieved to date	KPIs Remaining
News Releases	12	1	10	2
Newsletters	6	1	5	1
Media Calls	15 – 20 p.m.	19	206	0-34
Media Visits	10 – 15	0	19	0



7. JULY 2018 MEDIA COVERAGE Generated

Print

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	June 30, 2018	New Gay Guide for Tampa	Leo	German LGBT magazine	KMS supported with information	16,720	1,050
Total Print						16,720	1,050

Online

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/ Visit	Media Value in US-\$
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



**ST.PETE
CLEARWATER
FLORIDA**

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
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



**ST.PETE
CLEARWATER
FLORIDA**

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
Total Online						2,715,038	44,442
Total PRINT + ONLINE						2,731,758	45,492



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

	Journalist name	Number of published articles so far	Circulation	Media Value in US-\$
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
	Total	90	6,072,929	2,265,701

8. TIME BILLING

CONSULTANT	HOURS
AXEL KAUS	26:15
ANNA SCHOMBERA	65:30
TOTAL	91:45



9. MARKET UPDATE

GLOBAL TRAVEL FORECAST: HOTEL AND AIR PRICES WILL RISE SHARPLY IN 2019

Travel prices are expected to rise sharply in 2019, with hotels going up 3.7%, and flights 2.6%, driven by a growing global economy and rising oil prices, according to the fifth annual Global Travel Forecast.

“While most major markets appear to be trending in the right direction, downside risks remain for the global economy given the rise of protectionist policies, the risk of stoking trade wars and Brexit uncertainty,” said Michael W. McCormick, GBTA executive director and COO. “This forecast provides travel buyers with a better understanding of the global market and key price drivers demonstrating the key to building successful travel programs will be watching and reacting to an ever-changing global landscape.”

“Prices are expected to spike in many global markets even as inflation remains subdued,” said Kurt Ekert, President and CEO, Carlson Wagonlit Travel. “The report explores the causes and includes an overview of what we expect to see in key markets worldwide. It also gives specific recommendations, giving travel managers ammunition for their upcoming negotiations.”

Released by the Global Business Travel Association, the voice of the global business travel industry, and CWT, the global travel management company, the 2019 forecast also shows the trends and developments that will shape the business travel industry.

“The future of corporate travel can be summed up as accelerated personalization – with mobile technology, AI, machine learning and predictive analytics all playing their part,” said Ekert. “Success is tied to technology, with sophisticated data-crunching at the very heart of it.”

2019 air projections

The aviation sector will be shaped by the introduction of ultra-long-haul flights and an increasing competition from the low-cost carriers, which are not only multiplying but also fighting for long-haul routes – and by the airlines’ push towards NDC.

Airfares are likely to become more expensive due to rising in oil prices, the competitive pressure from the shortage of pilots, potential trade wars, and increasing fare segmentation to improve yield.

- Asia Pacific expects to see a 3.2% rise in 2019 pricing. Chinese demand remains high and by 2020 the country is expected to become the world's biggest air travel market. In 2019 the country's flights are seen going up 3.9%. But China will not be alone. The vast majority of countries in the region will see price rises, especially in markets like New Zealand (7.5%) and India (7.3%). The latter is expected to be the world's largest aviation market by 2025, with airports operating beyond capacity. The only exception in this booming region is Japan. Prices there will likely drop 3.9% due to the country's added capacity in preparation for the Olympic Games in 2020.

- Across Europe, Middle East & Africa, air travel is anticipated to continue growing in Western Europe, with prices rising 4.8%. The increase will be especially pronounced in Norway (11.5%), followed by Germany (7.3%), France (6.9%) and Spain (6.7%). Eastern Europe and the Middle East & African countries, on the other hand, will experience a decline of 2.3% and 2% respectively.

- Prices across Latin America are expected to drop 2% in 2019. However, México and Colombia will see slight increases -0.1% and 1.2% respectively- while Chile will experience a rise of 7.5%.

- North America will see prices rise by a modest 1.8%, according to our projections. In the US, airlines are recalibrating to reflect better areas of demand, depending on how trade relationships change with key US allies and adversaries. The US aviation market is expected to see capacity compression due to expanded fare fragmentation, with premium economy and basic economy reducing available seats, as carriers target margin improvement.

2019 hotel projections

The hotel outlook for 2019 is driven by the overall increase in air travel, which will fuel demand for rooms. Technology will also play an important part. Hotels are introducing new developments to personalize the guest experience. The increase of mobile penetration, on the other hand, is forcing travel managers to offer their travelers apps, which also serve to accommodate greater in-policy booking autonomy.



Further mergers – and upscale hotels competing with midscale ones due in part to a growing appetite for boutique accommodation among younger travelers – will also be on the agenda.

- In Asia Pacific, hotel prices are likely to rise 5.1% –with a large discrepancy as Japanese prices are expected to fall 3.2%, but New Zealand is set to rise a whopping 11.8%. In Australia, 2019 and 2020 are expected to bring the largest number of new rooms becoming available, with an increase of 3.4% of total supply each year. In Indonesia, Swiss-Belhotel International is embarking on an expansion of its budget brand, Zest Hotels, with plans to triple its portfolio of properties within three years. Singapore is embracing technology and smart hotels are on the rise. In Thailand, optimism is running especially high after a period of political tumult.
- Mirroring air prices, hotel rates across Europe, Middle East & Africa are expected to rise in Western Europe 5.6%, while declining 1.9% in Eastern Europe and 1.5% in the Middle East & Africa. Again Norway will lead with a rise of 11.8%, followed by Spain (8.5%) –expected to replace the US as the world’s second most popular destination, Finland (7.1%) and France and Germany (6.8%).
- Within Latin America, hotel prices are expected to fall 1.3%, with declines in Argentina (down 3.5%), Venezuela (down 3.4%), Brazil (down 1.9%) and Colombia (down 0.7%). However, Chile, Peru and Mexico are expected to see 6.4%, 2.1%, and 0.6% increases, respectively.
- In North America hotel prices will go up 2.1% — 5% in Canada and 2.7% in the US.

2019 ground transportation projections

Next year, ground transportation pricing is expected to rise only 0.6% in North America, while prices in the rest of the regions will remain flat. However, by the fourth quarter of 2019, we will see a concerted effort by rental companies to raise prices. In North America, the projected increase for corporates is 6%.

2019 will also see a growing preference among travelers for ride-hailing apps while interest in high-speed trains is fading, due to high network costs and low-tech distribution systems.

Mobile mobility will rise. On-demand, shared, electric, and connected cars will all become more popular. Connected car technology has the potential to change the entire automotive industry.

- In Asia Pacific rates will stay flat overall with increases in markets like New Zealand (4.0%), India (2.7%) and Australia (2.4%). In China, giant Didi Chuxing is making big bets on autonomous driving. This year, Uber has sold its Southeast Asian business to Singapore-based Grab and Indonesian Go-Jek is expanding to Vietnam, Thailand, Philippines and Singapore.
- Prices in Europe, Middle East & Africa are expected to remain flat overall. However, countries like Finland, France, Germany, Italy and Spain will see increases of over 4%, while Denmark and UK rates will grow 3% and 2% respectively. Norway will be in pole position with a 10% increase. On the downside, prices will drop dramatically in Sweden (13.9% down) and very slightly in Belgium (0.9% down).
- Prices in Latin America will also remain flat overall, with strong decreases in Argentina (9.7% down) and Brazil (5.4% down) and a more moderated one in Mexico (0.3%). Chilean prices will be up 3.1%.
- In North America, Canada is expected to see a 3.6% increase in 2019, but the overall region will only be up 0.6%. In the US, the Audi-owned, app-based car rental service, Silvercar, continues its aggressive expansion. The company offers mobile-first car rental without the lines and paperwork.

(Source: www.eturbonews.com)



9.1 TOUR OPERATOR & AIRLINE NEWS

THOMAS COOK: HEAT IMPACTS BUSINESS

The persistent heat in Europe is weakening the package tour business at the Thomas Cook travel group.

Customers who have not yet been on holiday took their time to decide on their summer holidays and enjoy the record temperatures at home, Group CEO Peter Fankhauser said today at the presentation of the figures for the third quarter of the current financial year.

Although Thomas Cook is up eleven percent in bookings for the summer business across all markets, driven by strong demand for Turkey, Egypt and Greece. However, the strongest growth comes from the airline business, especially from Condor. According to Fankhauser, the organizer business is at the previous year's level. The Continental Europe division, which also includes Germany, recorded a year-on-year booking decline of one percent for the summer.

The continuing heat wave and the resulting lack of bookings are also causing prices in the last-minute business to fall steadily. Fankhauser therefore expects profit growth to be at the lower end of market expectations for the financial year as a whole.

(Source: www.touristik-aktuell.de)

ALL LUFTHANSA GROUP AIRLINES ACHIEVE SUBSTANTIAL GROWTH IN THE FIRST HALF OF 2018

Lufthansa Group increased its total first half-year revenues by 5.2 percent in 2018, excluding the impact of the first-time application of the IFRS 15 accounting standard.

Reported total first half-year revenues amounted to EUR 16.9 billion, broadly in line with the prior-year level. Traffic revenue for the first six months totaled EUR 13.2 billion, which, excluding the first-time impact of IFRS 15, represents an increase of 7.0 percent. Adjusted EBIT – the key profit metric of Lufthansa Group – was roughly at its prior-year level at EUR 1,008 million. Adjusted EBIT margin amounted to 6.0 percent (compared to 6.1 percent in the first half year of 2017). Net income for the period also remained broadly stable at EUR 677 million (prior-year period: EUR 672 million).

“The prime features of Lufthansa Group’s development in the first half of 2018 were strong growth and a simultaneous improvement in our unit revenues. Achieving both simultaneously is a significant success,” says Ulrik Svensson, Chief Financial Officer of Deutsche Lufthansa AG. “At our Network Airlines, we were able to more than offset the added burden imposed by higher fuel costs through structural cost reductions and improved results by 26 percent. Without the integration costs at Eurowings, which we willingly accepted to further strengthen our market position in Europe, the Group’s result would have grown.”

The airlines’ performance was the key driver of the Group’s results in the first half year. Some 67 million passengers were carried, a new record for the period. Capacity, volumes sold and seat load factor were also all at new record highs. The biggest driver here was the Network Airlines, with both Lufthansa German Airlines and SWISS making positive earnings contributions by achieving not only higher unit revenues but above all substantial reductions in their unit costs.

First half-year fuel costs rose by EUR 216 million to EUR 2.8 billion. The increase is attributable to both the higher volumes and a higher fuel price.

An increase in the costs incurred through delays and flight cancellations had a negative impact on first half-year earnings. The main causes of these irregularities were strike action and the infrastructural inadequacies of Europe’s aviation systems, such as the current capacity problems at the continent’s national air navigation services providers. Extreme weather (such as storms) also adversely affected flight operations far more than usual in the first half-year period. The impact of these trends was felt by all airlines, not only the Lufthansa Group. However, Group earnings for the period were also depressed by the expense of integrating the aircraft formerly operated by Air Berlin into the Eurowings fleet – a process which is unprecedented in its scope within the European airline industry and took longer than originally envisaged.



Despite these adversities, unit costs were reduced by 0.6 percent in the first six months – thanks primarily to efficiency enhancements at the Network Airlines, which benefited from the comprehensive modernization of their aircraft fleets, the collective labor agreements reached last year with large parts of the workforce and a streamlining of operational processes and management structures. As a result of all these positive influences, first half-year unit costs at the Network Airlines (excluding currency factors and fuel) were 2.1 percent below their prior-year level.

Network Airlines

The Network Airlines' focus on sustainable cost reductions and revenue growth was reflected in their earnings results for the first half-year period. Reported total revenues declined 3.9 percent to EUR 10.7 billion. However, excluding the effect of the first-time application of IFRS 15, the Network Airlines' total first half-year revenues increased 3.2 percent on the same period last year. Unit revenues (excluding currency factors) were also up 1.4 percent, thanks to higher load factors and improved yields, with North Atlantic and European routes seeing particularly strong customer demand. Adjusted EBIT increased by 25.6 percent to EUR 951 million. And Adjusted EBIT margin improved accordingly, rising 2.1 percentage points to 8.9 percent.

Lufthansa German Airlines raised its Adjusted EBIT by 16.0 percent to EUR 660 million in the first six months.

SWISS increased its first half-year Adjusted EBIT by 56.7 percent to EUR 293 million.

Despite favorable earnings in the second-quarter period, Austrian Airlines reported a first half-year Adjusted EBIT of EUR -3 million, a EUR 6 million decline on the prior-year period that is attributable to the flight cancellations suffered in the first three months of the year.

Eurowings

Eurowings raised its total first half-year revenues to EUR 1.9 billion, a 9.2 percent increase on the prior-year period, or a 25.2 percent improvement excluding the impact of the first-time application of IFRS 15. Along with the sizeable capacity expansion, revenue was also boosted by a 3.4 percent increase in unit revenues (excluding currency factors).

The decline in Adjusted EBIT for the period to EUR -199 million is largely attributable to the one-off effects of integrating parts of the former Air Berlin aircraft fleet, and particularly to the higher technical, charter and leasing costs incurred to achieve the capacity expansion required within such a short time. Lufthansa Group expects these additional integration expenses to continue to depress earnings at Eurowings in the third quarter of 2018, but not beyond. Further costs were also incurred at Eurowings as a result of flight delays and cancellations whose causes were largely beyond Lufthansa Group's control.

Aviation Services

Within Aviation Services, the first half-year results for Lufthansa Cargo showed particularly sizeable growth, reflecting continuing strong demand for airfreight service products. Lufthansa Technik also saw business pick up tangibly in the second quarter after a weaker start to the year.

First half-year Adjusted EBIT for Lufthansa Cargo amounted to EUR 125 million, a 60.3 percent improvement on the prior-year period.

Lufthansa Technik posted an Adjusted EBIT of EUR 218 million for the first-half period, 1.8 percent below its 2017 level.

The LSG Group raised its first half-year Adjusted EBIT to EUR 40 million, a 207.7 percent year-on-year improvement.

Other Businesses & Group Functions reported a EUR 119 million decline to EUR -78 million Adjusted EBIT in the first half year, owing primarily to the non-recurrence of currency gains recorded in 2017.

Key financial indicators

Operating cash flow declined 6.4 percent to EUR 3.0 billion. With substantially higher investments in the aircraft fleet, free cash flow declined 53.3 percent to EUR 977 million.

Pension fund provisions increased 5.9 percent to EUR 5.4 billion, in response to a lowering of the discount rate from 2.0 to 1.9 percent and a negative development of the pension plan assets.

Net financial debt declined 11.4 percent from its level at the end of 2017 to EUR 2.6 billion. The equity ratio decreased by 1.5 percentage points over the same period to 25.0 percent, following the increase in total assets. However, the equity ratio on 30 June 2018 was still 5.6 percentage points above the same date last year, primarily thanks to the positive earnings contribution over the last twelve months.

Full-year outlook for 2018

Lufthansa Group reaffirms its previous forecast for 2018. Full-year capacity will increase by around 8 percent – slightly less than the earlier forecast of 8.5 percent growth. Fuel costs are expected to be some EUR 850 million higher than in 2017. However, Lufthansa Group now expects a slight increase of unit revenues for the full year. The reduction in unit costs (excluding currency factors and fuel) is expected to amount to around one percent – negatively affected by higher-than-planned integration costs at Eurowings. The Group is also expecting a slight reduction in earnings for Aviation Services now, in light of the earnings decline at Other Businesses & Group Functions in the first half year period, which was driven by the non-recurrence of prior year currency gains. Overall, however, Lufthansa Group still expects an Adjusted EBIT for 2018 that is only slightly below 2017's record level.

“With continuing strong demand, we are confident that, despite a challenging prior-year basis for comparison, we will be able to report solid revenue trends for the second half of 2018, too,” confirms Group CFO Ulrik Svensson. “We will also continue to benefit from the substantial improvements in the cost efficiency of our Network Airlines. With Eurowings, following its sizeable capacity increase, our prime objective is to return to profitability next year. We will also create the structures to raise Eurowings’ profitability to the levels of its prime competitors over the next three to four years.”

IFRS 15

Lufthansa Group’s adoption of the IFRS 15 “Revenue from Contracts with Customers” reporting standard entails changes in revenue and cost positions, especially at its Network Airlines and Eurowings. Passenger-based fees and charges, which were previously accounted on both the income and the expenditure side, are now netted in the profit and loss account. This reduces both income and expenditure. Since EBIT is not affected, EBIT margin increases mathematically. Prior-year figures have not been restated.



9.2 GERMANY ECONOMY NEWS

GERMAN OUTBOUND TRAVEL AND TOURISM MARKET APPEARS IN GOOD SHAPE

Germany presents an attractive set of conditions and makes investments lucrative. Despite a global recession, Germany has not been in bad shape in Germany Outbound Travel and Tourism market. The number of outbound tourists in Germany is forecasted to reach nearly 5 Million by 2020. Additionally, spending by tourists is also expected to rise.

The United States is expected to be the leading destination for the German travelers by 2020. China and Singapore are also prospective traveler sources for Germany after the US.

When it comes to tourist spending in Germany, the United States is the leader. The US is likely to maintain its dominance in Germany Outbound Travel and Tourism spending but its share is expected to go down by the year 2020, as German tourists are now exploring various other destinations.

(Source: <http://www.travelandtourworld.com>)

GERMANY IN A GOOD ECONOMIC SITUATION

The good economic situation and low unemployment make it possible: federal, state and local authorities reduce their liabilities. There are also exceptions.

For the first time in a long time, the German state's debt fell below the two trillion euro mark last year. Compared to 2016, they decreased by 2.1 percent, or 42.1 billion euros, to 1.967 trillion euros, according to the Federal Statistical Office this Thursday.

This corresponds to a per capita debt of 23,797 euros. "For the first time since the current calculation method began in 2010, the debt level was below the two trillion mark," it was said.



Due to the good economic situation, tax and premium income is growing, while at the same time very low interest rates are relieving the state coffers.

And the statisticians explain: "All levels of the general public budget have contributed to debt reduction." At the end of 2017, the federal government was in the chalk with 1.242 trillion euros, a decline of 1.2 percent. The countries managed an even stronger reduction: their debt decreased by 3.7 percent to 586 billion euros. "Most countries were able to reduce their debt," according to the statisticians. In percentage terms, it fell particularly sharply in Saxony (minus 16 per cent), Baden-Württemberg (minus 13 per cent) and Bavaria (minus 12.7 per cent). Contrary to the general trend, debt increased in Hamburg (plus 4.6 percent), Thuringia (plus 3.5 percent) and Saxony-Anhalt (plus 2.2 percent). A major reason in Hamburg were debt borrowings in connection with HSH Nordbank.

The municipalities reduced their liabilities by 3.5 percent to 138 billion euros. In all states there were declines, the highest percentages in Saxony (minus 9.5 percent), Saxony-Anhalt (minus 6.8) and Hesse (minus 6.4). Social security was indebted to the tune of 404 million euros, down 6.9 percent on the previous year. The statistics take account of liabilities to the non-public sector, such as banks and private companies.

(Source: www.faz.net)



**ST.PETE
CLEARWATER
FLORIDA**

Contact

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

Kaus Media Services

**Sophienstrasse 6
30159 Hannover
Germany**

Tel. +49 (0)511 899 890-0
Fax +49 (0)511 899 890-69
Web www.kaus.net
E-Mail info@kaus.net

ROOSTER^{PR}
GLOBAL BRAND COMMUNICATORS



ST.PETE
CLEARWATER
FLORIDA

REPORT	PR Activity Report
CLIENT	Visit St. Pete/Clearwater
MONTH	July 2018

Waterloo House, 207 Waterloo Road, London SE1 8XD

T: +44 (0)20 3440 8930 | E: info@rooster.co.uk | W: rooster.co.uk | F: +44 (0)20 3440 8936

Key Performance Indicators

KPI	Target over 12 months (Jan 2018 – Dec 2018)	Amount Achieved in July 2018	Amount Achieved to date	KPI's Remaining
Press releases	15	1	4	11
Media visits	10	0	4	6
Media briefings	25	1	28	0(+3)
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 0 Tabloid: 0 Regional: 0 Trade/B2B: 0 Consumer: 0 Online: 1 Broadcast: 0 Blogs: 1	Broadsheet: 5 Tabloid: 1 Regional: 0 Trade/B2B: 1 Consumer: 10 Online: 9 Broadcast: 1 Blogs: 7	Broadsheet: 5 Tabloid: 11 Regional: 14 Trade/B2B: 7 Consumer: 6 Online: 5 Broadcast: 0 Blogs: 1

Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Online	27 July	Florida Friday	Samantha Williams	Eco-friendly adventures in the sunshine state	26,702
Online / Blogs	27 July	Wanderlust Chloe	Chloe Gunning	Furnace Friday – What’s Next? Boardmasters Festival	52,100

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

Activity

Key Pitches

Journalist/blogger	Outlet	Topic
Samantha Williams	Florida Friday	Eco-friendly adventures in the sunshine state
Laura Millar	Woman & Home	Winter sun destinations
Katy Wheeler	Sunderland Echo/NE Lifestyle	Media visit
Kate Nelson	Daily Star/Express	Media visit
Alexandra Pereira	Suitcase/Muse/Elle UK	Media visit

Activity

- Rooster liaised further with Visit Florida regarding wrap-up reports from influencer visits including: Oli White, Wanderlust Chloe, An Adventurous World & Twins That Travel
- Rooster shared Life’s Lost Luggage brief with client
- Rooster researched new pitch/story opportunities to pursue with high-value target media including: BBC and The Guardian
- Ongoing update of the coverage log and Coveragebook for accurate client reporting

- Ongoing liaison with VSPC re various group trip updates and destination updates

Boardmasters

- Rooster continued to liaise with VSPC regarding Boardmasters planning and support:
 - Rooster provided social media support: calendar updates, boosted posts, landing page and ongoing updates
 - Rooster participated in status update calls
 - Rooster finalised flights, accommodation and logistics for Wanderlust Chloe's attendance at Boardmasters
 - Rooster met with Wanderlust Chloe, and provided a comprehensive briefing document regarding Boardmasters attendance and logistics, flights and accommodation, coverage expectations, social handles and other key information
 - Rooster began compilation of Wanderlust Chloe's social media and blog coverage of VSPC at Boardmasters; and shared related coverage with VSPC (NB: a full campaign coverage report with all of Chloe's blog posts and social media posts will be shared with VSPC following the event)
 - Rooster liaised with Yan Li re Boardmasters ticket winners/dispatching tickets to winners prior to the festival
 - Rooster liaised with VSPC re additional PR support for Boardmasters (Charlotte Wright), and accommodation/logistical details

Media Liaison

- Rooster continued to liaise with Beauty Rocks, re media visit flight support and next steps
- Rooster liaised with Kate Nelson, Daily Star/Express, re idea of media visit to destination in light of her recent interest
- Rooster met with Alexandra Pereira, freelance writer for Suitcase/Muse/Elle UK, to discuss idea of media visit to destination
- Rooster pitched to Laura Millar, Woman & Home, re featuring St. Pete/Clearwater in article about winter sun destinations
- Rooster pitched to Samantha Williams, Gosh PR, to include VSPC in the July issue of Florida Friday
- Rooster pitched the VSPC food release to key travel and foodie media
- Rooster invited media to attend one-to-one meetings with Mackenzie Monteiro during her visit on Wednesday 8 August

Media Trips

- Rooster continued to develop a group press trip itinerary for a St. Pete/Clearwater twin-centre trip
- Rooster liaised with VSPC, Visit Tampa Bay and Norwegian on joint FAM trip to take place in October, to mark the inaugural flight to Tampa
- Rooster continued development of trip itinerary for Laura Hills, OK! Magazine media visit
- Rooster continued to liaise with client and flight support partners for potential Beauty Rocks trip

Social Media

Facebook

- Rooster managed 2 boosted posts to promote Boardmasters activity, promoting the holiday giveaway with Ocean Florida
- Organic Facebook activity continued through July 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 **7,047** to **7,179** an increase of **132**
- Total engagement (clicks) rate: **4,739**
- Total reach of our posts: **65,508**
- Total impressions including shares/likes/news feed placement: **107,233**
- The most popular post was the **Boardmasters boosted post** on 17 July. The post received **1,695 likes**, **30 comments** and **35 shares**, leading to a reach of **28,556**. There were **537** clicks on the post (right).



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
- Rooster to continue supporting Boardmasters activity including;
 - Ensuring all PR support and activity is finalised ahead of the festival
 - Attending festival to support on the stand

Press Trips

- Ongoing monitoring of requests for press trip support/blogger requests
- Draft itineraries and contact partners regarding individual and group trip itineraries
- Preparing press trips for Summer 2018 features
- Rooster to continue liaison with Visit Tampa Bay and Norwegian re inaugural flight group FAM

Press Release/Pitches

- Rooster to continue follow-up with media on foodie release
- Rooster to develop new press release (pending there are newsworthy aspects of the updated 'New & Now' or other relevant news that we can share 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

Nick Wheywell, Head of Digital

Katie Raby, Senior Account Manager

Jo Kendall, Account Manager

E: TeamVSPC@rooster.co.uk

T: +44 (0)20 3440 8930

W: www.rooster.co.uk

Tw: @RoosterPR



Waterloo House, 207 Waterloo Road, London SE1 8XD



Memo

To: David Downing; Leroy Bridges; Mackenzie Monteiro
From: NJF
Date: August 3, 2018
Subject: Account Activity July 2018

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

MEDIA PLACEMENTS

Outlet	Journalist	Topic	Reach	Date
DailyHerald.com	Katherine Rodeghier	Feature on St. Pete	1,600,000	7/10/18
CoastalLiving.com	Kara Franker	Best Places to Visit in Florida	863,102	7/12/18
<i>The Beer Connoisseur</i>	Bryan Richards	St. Pete/Clearwater Craft Beer Trail	88,000	Summer 2018

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	TBD	October
<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

- Recent
 - Freelance (**Sunseeker** and **Florida Weekly**), Chelle Walton – July 7 – 8
 - The James Museum, The Dali, The Chihuly Collection
 - Coverage: article on the Central Arts District
- Pending
 - **TravelingMom.com** – Andrea Guthmann – August 13 – 16
 - Dolphin cruise with Dolphin Landings

PITCHING AND OUTREACH

- NJF drafted and distributed a pitch about the "Glass Coast" to short and long-lead travel, lifestyle, regional and art focused outlets including (but not limited to):
 - **AFAR**
 - **Architectural Digest**

- **Brit + Co**
- **Forbes.com**
- **Harper's Bazaar**
- NJF pitched 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):
 - **Bustle.com**
 - **CNTraveler.com**
 - **PureWow.com**
 - **Refinery29.com**
 - **TravelandLeisure.com**
- NJF pitched 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):
 - **CNN Travel**
 - **Forbes.com**
 - **PopSugar.com**
 - **TravelandLeisure.com**
 - **USA Today**
- NJF drafted and 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):
 - **AFAR.com**
 - **ArchitecturalDigest.com**
 - **Artsy.net**
 - **Fodors.com**
 - **TravelChannel.com**
- NJF pitched the Clearwater Marine Aquarium's "Winter's Ocean Warrior's Campaign" to national, short-lead travel and lifestyle outlets including (but not limited to):
 - **ABCNews.go.com**
 - **CNN Online**
 - **CondeNastTraveler.com**
 - **Departures.com**
 - **Forbes.com**
- NJF drafted a food-focused pitch highlighting new restaurants and F&B updates, which will be distributed to targeted publications including **Bon Appétit** and **Food & Wine**, among others.
- NJF drafted a pitch on Central Avenue spotlighting the new website, which will be distributed in August to targeted publications including **AFAR's** "One Great Block" and **WSJ. Magazine's** "Top Block."
- NJF shared information on the destination's wellness offerings with freelance writer Alex Beaven for inclusion in her story upcoming story for **Gluten Free Living**; NJF is liaising with Alex about potential wellness activities she would like to try in the destination.
- NJF shared information on the SHINE St. Pete Mural Festival with journalist Ally Sorrells for consideration for **Jacksonville Magazine's upcoming email newsletter**; coverage slated for October.
- NJF shared information on the destination and the new exhibits with Stacey Zabel who is working on a story for an upcoming issue of **Sunseeker**.

- NJF shared information on the forthcoming Fenway Hotel with Reporter Ken Rosen for consideration for future stories for *The New York Times* “Check-In” column.
- Shared b-roll and information on Postcard Inn’s “Sensational Summer” deal with *Travel + Leisure’s* Jaqui Gifford for consideration on upcoming **TODAY Show** segments she hosts as a travel expert. Jaqui will review and consider for a segment on last-minute Labor Day deals.
- NJF pitched the destination and highlighted Postcard Inn’s “Sensational Summer” deal to freelance writer Bryce Gruber who is working on a story for *Reader’s Digest* on last minute Labor Day getaways; NJF following up to gauge interest.
- Shared information on Postcard Inn’s “Sensational Summer” deal with Editor Shannon McMahon for consideration for her story on affordable Labor Day Getaways for **SmarterTraveler.com**; NJF following up to gauge interest.
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
 - **PopSugar.com**, Lindsay Stein – Top U.S. Road Trip Destinations for Families
 - **Well + Good**, Erin Bunch – Best Places to Swim in Each State
 - **Travel Channel**, Steve Larese – Pet Friendly Hotels/Resorts
 - **Oyster.com**, Alex Beaven – Best Museums for Kids

MISCELLANEOUS

- NJF provided a PR plan for July – December 2018.
- NJF reviewed the updated VSPC crisis plan.
- NJF shared the results of *Travel + Leisure’s* 2018 World’s Best Awards; Opal Sands Resort ranked #4 and Sandpearl Resort ranked #9 on “The Top 10 Resort Hotels in Florida” list.
- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:
 - Hotel Development
 - Art & Culture Updates
 - Upcoming Museum Openings & Exhibits
 - New Restaurant/Bar Updates