



**ST.PETE  
CLEARWATER**

## TDC Advertising Report

2.20.19



bvk.com  
info@bvk.com  
@bvkHQ



**ST.PETE  
CLEARWATER**

**2019**

# **Advertising Strategy**



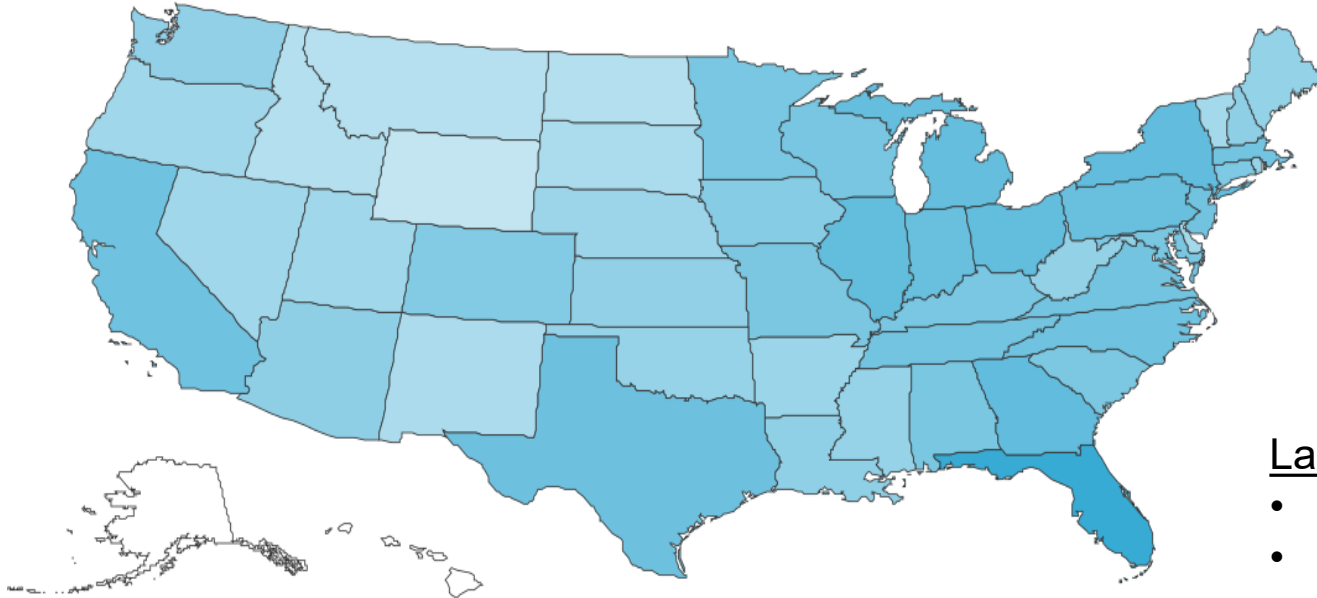
**ST.PETE  
CLEARWATER**

# **Our Visitors**



**ST.PETE  
CLEARWATER**

**88% Domestic  
11% International**



**Largest Int'l Markets:**

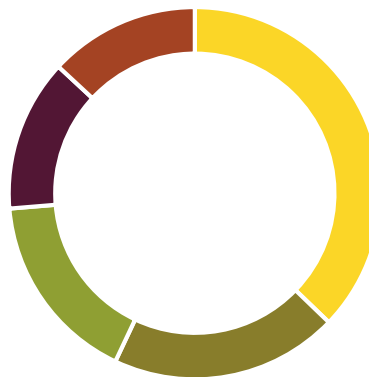
- Canada 5.3%
- U.K. 2.5%



# VSPC Annual Visitation

---

## Regional Snapshot



Florida: delivers almost 2x  
the visitors than the #2  
Midwest region annually

■ Florida ■ Midwest ■ Northeast ■ Midsouth ■ Other



# VSPC Annual Visitation

## Top 15 States



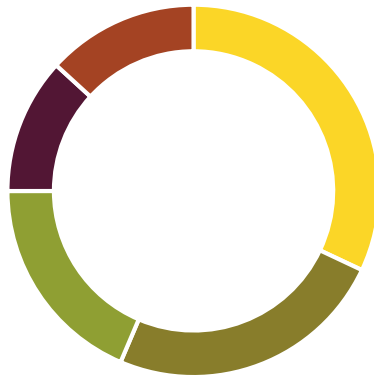
#1 Florida: delivers 37% of the total annual visitation

- Florida
- Georgia
- New York
- Ohio
- Illinois
- Michigan
- Pennsylvania
- Indiana
- Texas
- North Carolina
- California
- New Jersey
- Virginia
- Tennessee
- Massachusetts



# VSPC Seasonal Visitation

JAN - APRIL



Florida: consistent #1  
across seasons, stronger  
in summer than winter

Midwest: consistent #2  
across seasons

MAY - AUG



■ Florida ■ Midwest ■ Northeast ■ Midsouth ■ Other

■ Florida ■ Midwest ■ Northeast ■ Midsouth ■ Other



# VSPC Seasonal Visitation

Top 10 Markets: JAN-APRIL



- Orlando
- New York
- Miami
- Chicago
- Tampa Bay
- Atlanta
- Detroit
- Philadelphia
- Jacksonville

Top 10 Markets: MAY-AUG



- Orlando
- Miami
- Tampa Bay
- New York
- Atlanta
- Texas
- Jacksonville
- Philadelphia
- Los Angeles

Orlando is #1 market,  
season over season



# Market Selection

May – August 2018

PRIMARY = Volume

**ORLANDO**

as the #1 market annually,

**Orlando delivers nearly 4x more visitors**

than the #2 market.



ST.PETE  
CLEARWATER



# Market Selection

May – August 2018

## SECONDARY

**Miami (#2), Tampa Bay (#3)**

Florida markets make up 65% of the Top 10  
visitation market share in summer

## **New York City**

Stronger visitation in Winter, but delivers in

Top 4 market volume year-round



ST.PETE  
CLEARWATER



# Market Selection

May – August 2018

## TERTIARY/ Opportunity Markets

Atlanta

Texas

Chicago

Jacksonville



BVK

AirSage Data: May 2018 – August 2018



ST.PETE  
CLEARWATER





## Annual Demographic Profile Paid Accommodations Visitors

Mean Age:  
50.5



Female: 54.1%  
Male: 44.6%

Annual HHI:  
\$90,105



Married/Partnered: 74.3%  
Children Under 18: 19.8%

Ethnicity:  
Caucasian 84%  
Latino/Hispanic 4.7%  
Black/African American 4.3%  
Other 4.2%



Heterosexual: 89.9%  
LGBTQ: 1.6%



# Target Media Consumption

+ Most heavily consumed channels



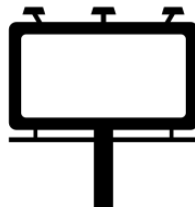
## Print

15% more likely  
to read magazine  
and newspapers



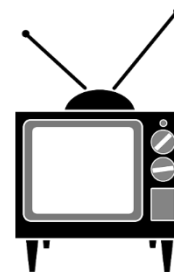
## Radio

22% more likely  
to listen to the  
radio



## Out-of-Home

45% more likely  
to be exposed  
OOH



## Television

Average  
Viewership  
Target  
Programming



## Digital

27% more likely  
to use the  
internet

# Target Insights



ST.PETE  
CLEARWATER

## Activities



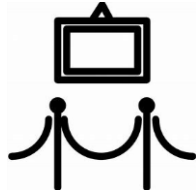
15% visit  
aquariums



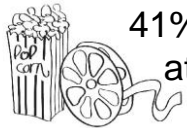
47% more likely to go to  
live theatre



22% more likely to  
visit art galleries



57% more likely to go to  
museums



41% more likely to  
attend movies



78% dine out



46% more likely to listen

## Psychographics



82% consider  
themselves curious



90% Having Fun



91% Self-Reliant

## Vacation Attitudes



63% Lots to do on vacation



76% Go back to a place  
they like

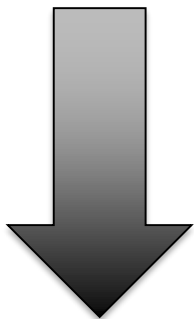


# MEDIA APPROACH



**ST.PETE  
CLEARWATER**

Awareness



Travel Intent  
Action



## Media Roles

Broad awareness.  
Sight and sound.  
Impactful reinforcement.

Engaging content.  
Provides useful resources.  
Highly targeted.

Capitalizes on intent.  
Efficient.  
Drives desired action.



**ST.PETE  
CLEARWATER**