



SUMMER 2023 ADVERTISING UPDATE

Tourist Development Council – 7/19/23

MARKETING STRATEGY



Marketing Objectives

- Build awareness and intent to visit
- Drive visitation
- Increase visitor spend
- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture
- Highlight inclusive and diverse culture of the destination



Marketing Strategies

- Prioritize markets offering the greatest opportunity to generate visitation
- Use a media mix that will reach consumers across multiple touch points
- Identify opportunities to elevate the brand through partnerships, activations and unique media opportunities
- Market St. Pete/Clearwater as a four-season destination with an annual media presence with focus on need periods
- Continue to showcase new brand campaign



Geographic Market Strategy



- Focus on markets with most opportunity through integrated campaigns
- Reach broader, secondary markets with digital, social and public relations

Developmental

(5) Out-of-state markets

- Great growth opportunity
- Less awareness and familiarization with destination
- Low repeat visitation

Maintenance

(5) In-state + key out-of-state markets

- 50%+ of arrivals
- Higher awareness and familiarization
- High repeat visitation in-state

Geographic Markets



Developmental (Tier 1)

- 1) Chicago
- 2) Atlanta
- 3) Indianapolis
- 4) Minneapolis
- 5) Detroit

Broadcast (Cable/Radio)
Out of Home
Print
Promotions/Activations



Maintenance

- 1) Orlando
- 2) Jacksonville
- 3) Tampa-St. Pete
- 4) Nashville
- 5) Cincinnati

Broadcast (Radio)
Out of Home
Promotions/Activations



New market for FY23



Leisure Core Audience

- Adults 25-65
- \$100K+ household income
- Likely to travel to Florida on Vacation
- Interest in Beach and Arts/Culture
- Index high on “Vibrancy” indicators
 - **Fun:** Life should be as much fun as possible
 - **Variety:** Seek out variety in everyday life
 - **Curious:** Explore and learn about new things
 - **Excitement:** Have stimulating experiences

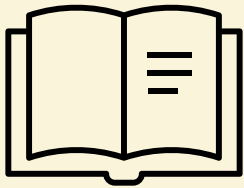


Arts Audience

- Arts enthusiasts are more likely than general audience to:
 - Learn about destinations
 - Travel
- Aligns with our persona:
 - Looks for great culinary options
 - Wants to be near nature
 - Desires a memorable, fun destination
 - Wants to visit a unique destination with lots of energy
- Heavy travel/lifestyle magazine readers, Instagram and Twitter users



Media Consumption Habits of Target Audience



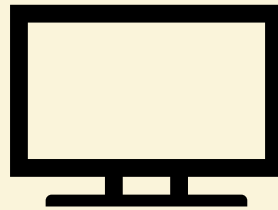
Magazine

19% more likely than national average to read magazine



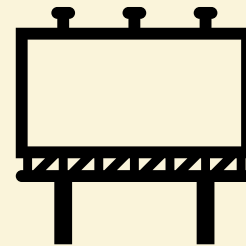
Radio

13% more likely than national average to listen to radio



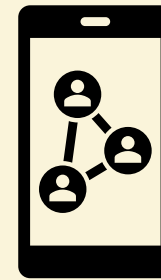
Television

Average consumption which is common with affluent audience



Out of Home

25% more likely than national average to be influenced by OOH



Social Media

12% more likely than national average to use social media



Internet

10% more likely than national average to use the internet

APRIL - SEPTEMBER MEDIA PLAN



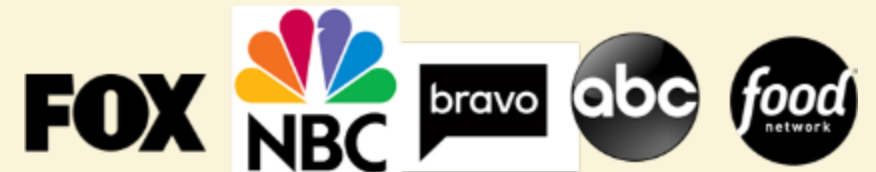
BROADCAST MEDIA



Broadcast Media (Television)

Developmental Markets

- Hyper-targeted approach to traditional television/cable
- Focus on high indexing HH's and programming
- Partnership with Innovid to help with tracking exposure
- 30-second spot
- Markets: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit
- July '23-Sept '23 (6-weeks flighted)
- 81.7M impressions (estimated)







Broadcast Media (Radio)

Developmental + Maintenance Markets

- Focus on high indexing station formats
 - NPR – Arts/Culture
 - Spanish/Latinx – Latin Audience
 - Urban Contemporary – Black Audience
- Extend the spot buys with value added promotional partnership and influencer campaigns
- 30-second spot
- Markets: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Nashville, Cincinnati, Orlando, Jacksonville, Tampa-St Pete
 - Retail strategy – Incorporate a call to action and/or last-minute deals to encourage immediate action (bookings)
- July '23-Sept '23 (5-weeks flighted with Cable)
- 119.2M impressions (estimated)



Summer 2023 Radio



Beyond the Beach



Every Day is a Beach Day /
Coachman Park

OUT OF HOME MEDIA



Digital Billboard Network

Developmental + Maintenance Markets

- Markets: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Nashville, Cincinnati, Orlando, Jacksonville, Tampa-St Pete
- Hyper-targeted approach to traditional billboards
 - Focus on the person vs. location
 - Creative will be versioned based on target audience, similar to how we would approach digital placements
- June-September '23 (4) 4-week periods
- 230.3M impressions (estimated)





Gas Station TV

Developmental + Maintenance Markets

- Markets: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Orlando, Jacksonville, Nashville and Cincinnati
- Expanded into Maintenance Markets for summer
- 30-second spot w/ audio
- Targeted to align with cable HH's
 - Captive audience
 - Multi-media approach aligning with television, radio and digital billboards
- June-September '23 (4) 4-week periods
- 698 stations – 6,687 screens
- 26.8M impressions (estimated)



Digital EV Charging Stations

Developmental Markets

- Markets: Chicago, Atlanta, Indianapolis, Detroit
- Digital EV Charging Stations (:08 spot)
- Targeted to align with cable HH's
 - Captive audience
 - Average charging time is 30 minutes
 - Multi-media approach aligning with television, radio, digital billboards and Gas Station TV
 - 179 Index: EV Ownership
- June-September '23 (4) 4-week periods
- 145 screens
- 7.7M impressions (estimated)

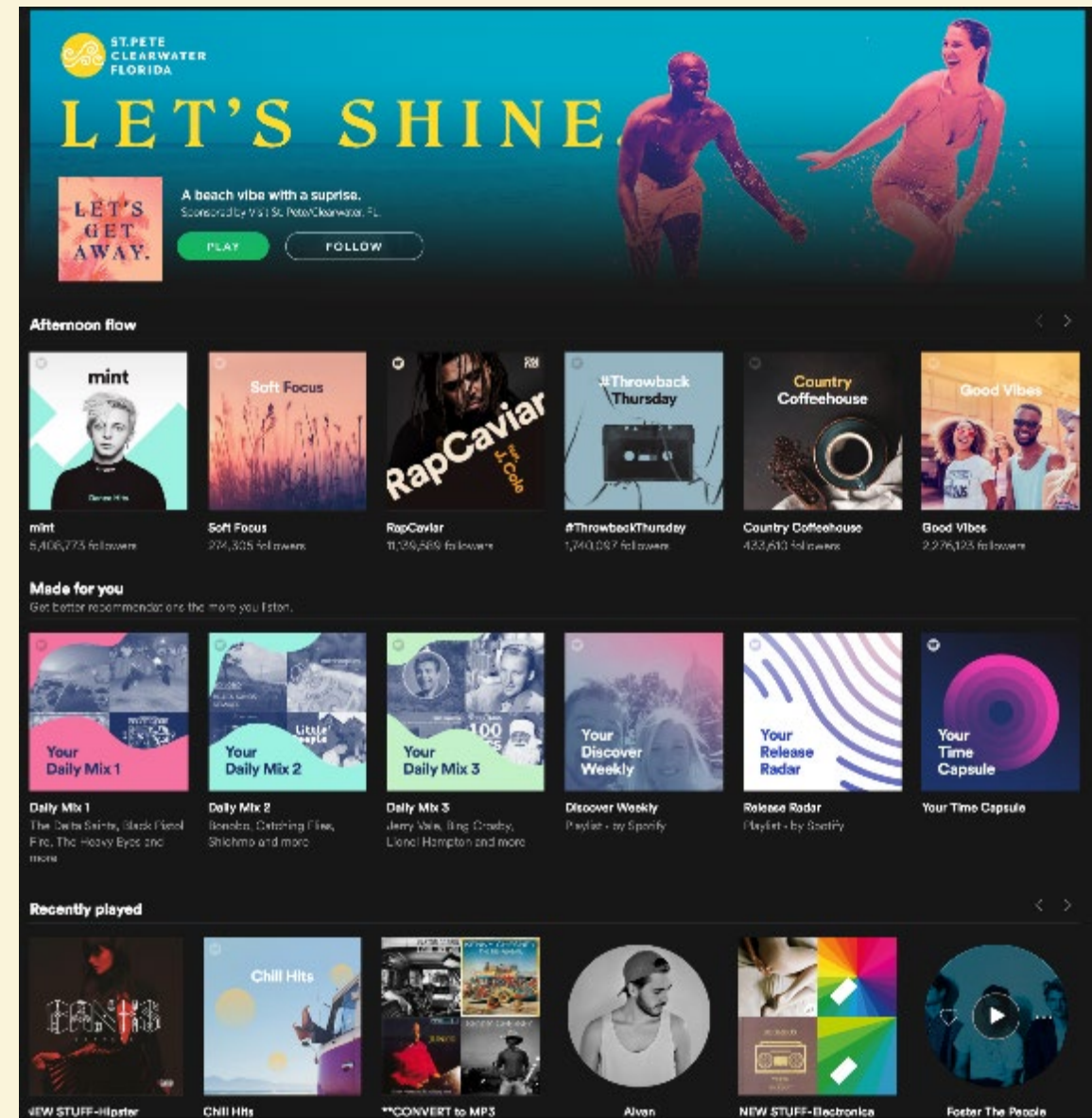


From Playlist to Playtime

We know people listen to music to escape the everyday.

Let's give them a beach-theme, auditory escape and for those drive-market listeners, give them the soundtrack to their next road trip to St. Pete/Clearwater with the *Let's Shine* playlist.

Consumers can find the playlists via a [Spotify Code](#) (or other streaming platform) found in advertising across print, gas station TV, digital EV charging stations, gym TV, etc.



PURITY STANDARDS

REGULAR
MIDGRADE
PREMIUM



Shell
Speedpass

Key tag linked to Plenti
at this pump.

Point your key tag here.
Link your Speedpass and Plenti
accounts at speedpass.com



Tap the search bar in Spotify and scan code with your camera.



ST. PETE
CLEARWATER
FLORIDA



LOW SULFUR
ULTRA DIESEL FUEL
(Sulfur Maximum)

Use in all highway
vehicles and engines.

Approved for use in all diesel
vehicles and engines.

CASH SALES

Diesel

Regular

Special

Super+

Kroger

LET'S SOAK UP
SOME TUNES.



ST. PETE
CLEARWATER
FLORIDA



Tap the search bar to Spotify
and relax only with your camera.

Rideshare Vehicle Wraps

- Market: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit
- August-September '23 (2) 4-week periods
- VSPC branded vehicles
 - Partial vehicle wrap
 - Back window decals (bonus)
 - (30,000) 3" x 5" driver handouts (bonus)
 - Drivers will be asked to play the Beach Day Beats Playlist
 - Vehicle swarm
- 5.2M+ impressions (estimated)





Driver Handout

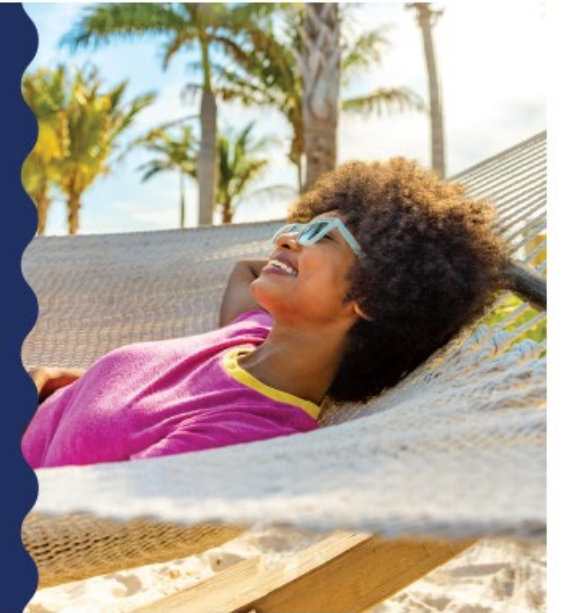
LET'S SOAK UP
SOME TUNES.

Open the Spotify app and scan the code to get into the sun-kissed groove with our Beach Day Beats playlist.



LET'S
SHINE.

Get your free copy of
Gulf to Bay magazine at
VisitStPeteClearwater.com

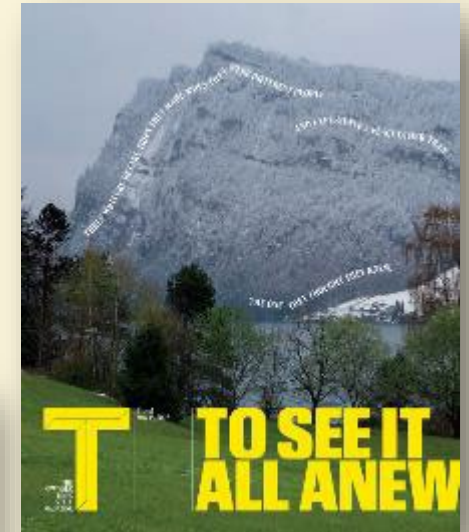
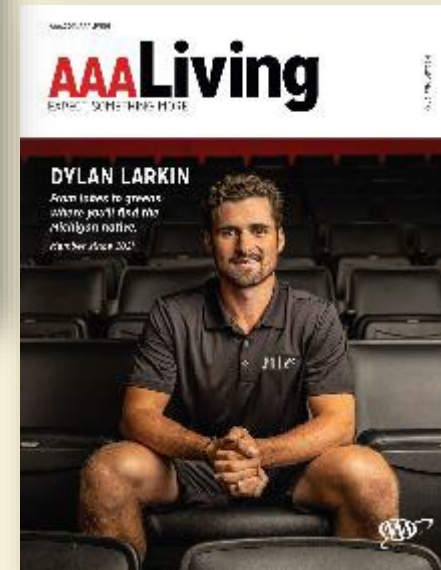
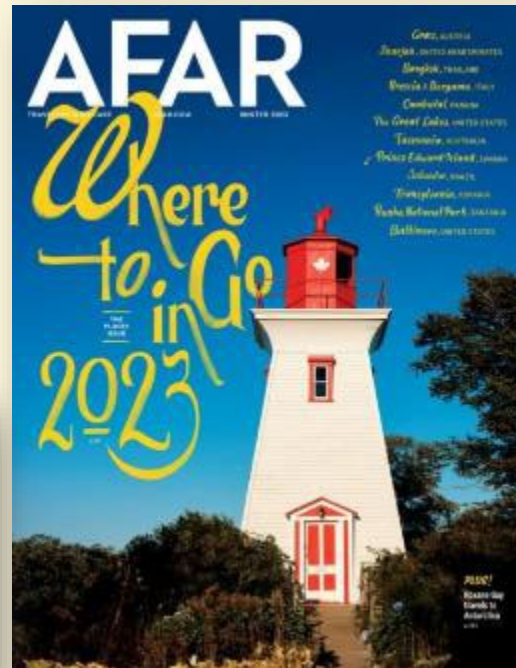
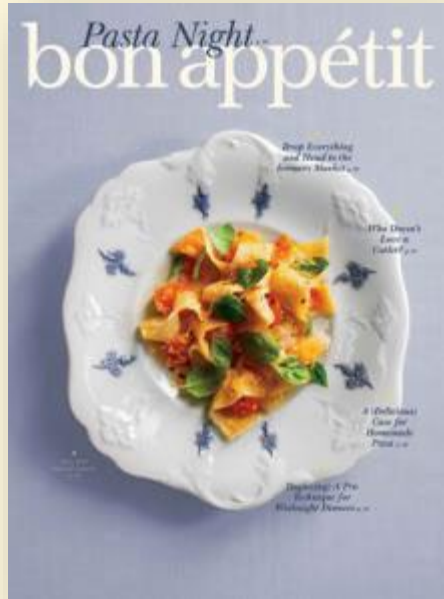


PRINT MEDIA



Print Media

Consumer Travel: National/Regional

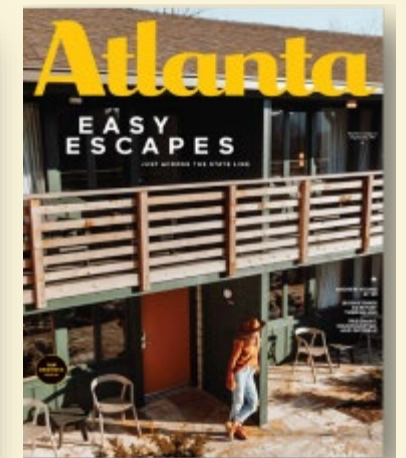


Print Media

Consumer Travel: City Magazines

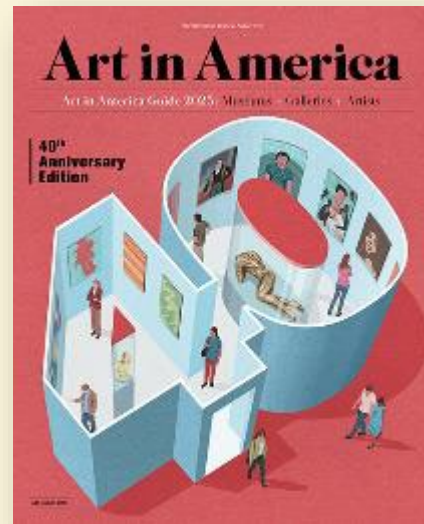
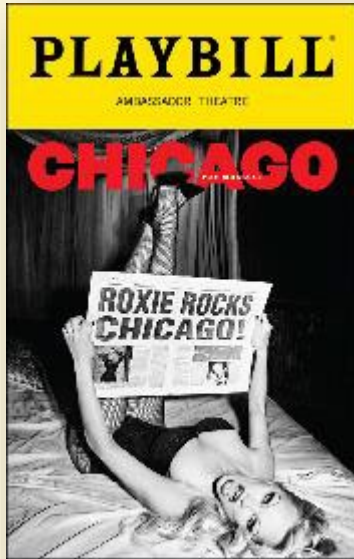


City/Lifestyle publications offer a favorable index against our persona (123 index)



Print Media

Arts & Culture



Arts Enthusiasts are 17% more likely to read printed magazines

Print Media

LGBTQ+ Audience



LGBTQ+ travel enthusiast is 32% more likely to read printed magazine

Print Media

Black Audience



African-American consumer is 28% more likely to read printed magazine



LET'S TOAST ON THE GULF COAST.

Soak up the sun and sand with drinks in hand and belly-up to the best beachside bars and restaurants in St. Pete/Clearwater. Dine out, dig in and stick around for one more round.

Let's shine—get together at FloridasLargestPride.com



LET'S GET AWAY, TOGETHER.



Set sail for dolphin sightings and sunset cruises. Wander white-sand beaches and colorful, mural-filled streets. And build epic sandcastles before experiencing world-class art at the Salvador Dalí Museum, the Chihuly Collection and so many more museums and galleries. Make every moment a masterpiece in St. Pete/Clearwater.

Let's shine—plan your escape at VisitStPeteClearwater.com





LET'S PLAY ALL DAY.

Make your great escape even better in St. Pete/Clearwater.

With over 35 miles of sugary white sand, gorgeous emerald Gulf waters and a lively city life just beyond the beach, you'll wonder why you'd vacation anywhere else.

Let's shine—plan your getaway at VisitStPeteClearwater.com



**ST.PETE
CLEARWATER**



LET'S PLAN ON NO PLANS.

It's time to find your perfect spot on a picture-perfect beach. Take some time to dig your toes into sugary white sand and take in the view of the emerald-green waters of the Gulf. America's Best Beaches await. Let's shine—plan your escape at VisitStPeteClearwater.com





LET'S EXPLORE AL FRESCO ART GALLERIES.

Here, inspiration is everywhere you look. From gallery walls to street murals. St. Pete/Clearwater is home to over 30 museums, including the world-renowned Dalí Museum, more than 500 murals, multiple arts districts and America's Best Beaches.

Let's shine—explore the Arts Coast at [ArtsSPC.com](https://www.ArtsSPC.com)



Scan to explore
the Arts Coast.



LET'S LIVE OUTSIDE THE LINES.

Experience a world-renowned arts scene, local galleries and captivating theatre companies. St. Pete/Clearwater is home to dozens of museums, including the breathtaking Imagine Museum, more than 30 performing arts venues, multiple arts districts and America's Best Beaches.

Let's shine—explore the Arts Coast at [ArtsSPC.com](https://www.ArtsSPC.com)



To customize your
Arts Coast adventure,
scan or visit
[ArtsNavigator.com](https://www.ArtsNavigator.com)

Print Media

Gulf to Bay Destination Magazine



**Obtain Travel Information,
Activities, Sightseeing from
Guidebooks (187 Index)**

**Sunday Newspaper Insert
Readership (128 Index)**

**505,000
Distribution**

Markets (395,000): 7/23 & 8/6

Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbus, Dayton, Cincinnati, Minneapolis, Detroit, New York City

Standalone Distribution (65,000):

Int'l & Domestic Events/Tradeshows, VISIT FLORIDA Welcome Centers, Tampa International Airport, St Pete/Clearwater International Airport, AAA Offices

Global Direct Mail (40,000):

Targeted Facebook Ads, Requests from Website Visitors, Annual Subscribers

Digital Downloads (5,000+)

FIND YOUR HOME BASE

Lodging options around St. Pete/Clearwater are as charming and diverse as the area itself. You can stay in style at a swanky resort, bum around the beach like a local or lounge in a dreamy waterfront bed-and-breakfast. No matter which style of accommodations calls to you, you'll be sure to find the perfect home away from home here.

BEST HOTEL

- 1 THE DON CESAR, ST. PETE BEACH
- 2 Wyndham Grand Clearwater Beach
- 3 TradeWinds Island Grand Beach Resort, St. Pete Beach
- 4 The Vinoy Resort & Golf Club, St. Pete
- 5 Sandpearl Resort, Clearwater Beach



SANDPEARL RESORT

BEACHFRONT

There's nothing like waking up and immediately walking out onto the sugar-soft sand that hugs the Gulf of Mexico. The Don CeSar, a pink art deco palace once frequented by Marilyn Monroe and Joe DiMaggio, is one of St. Pete Beach's most famous resorts. Clearwater Beach boasts the luxe Sandpearl Resort, an elegant hotel with amenities like furnished balconies and a zero-entry pool. Over in North Redington Beach, the DoubleTree Beach Resort by Hilton offers cabanas, a Tiki bar and close proximity to the shopping and dining options at John's Pass Village.

DOWNTOWN

Stay steps (or a short scooter ride) away from the fun. For a historic dash of luxury near St. Pete's waterfront area, check out the pink-walled Vinoy Resort & Golf Club, which dates back to 1925. Nearby is the The Birchwood Inn, home to a rooftop bar that provides breathtaking views of the St. Pete Pier and beyond. Unwind in the healing waters of the Safety Harbor Resort & Spa, which offers massages, mineral baths and facials.

RENTALS

Big enough for the family to spread out, vacation rentals make it easy to feel at home while traveling with your whole crew. Amenities like full kitchens



SA NI NI'S BEASIDE VACATION RENTALS



FORT DE SOTO PARK



THE BIRCHWOOD INN



VINOY RESORT & GOLF CLUB

and spacious living rooms make these an appealing option for families with children or groups planning a special getaway. The Vacation Rental Alliance of the Tampa Bay Beaches is a great resource to start exploring available condos, suites and beachfront properties.

HISTORIC

St. Pete/Clearwater has a plethora of properties that remain steeped in the area's lively history while boasting modern amenities. One of the first hotels on St. Pete Beach, the Postcard Inn maintains a colorful vintage charm that nods to its past as a haven for surfers and travelers. You'll find unique rooms, an eclectic boutique and cabanas. Dunedin's Fenway Hotel dates back to the Jazz Age, when the stunning building was home to St. Pete/Clearwater's first radio station. Today the swanky building is home to live music throughout the week, plus a rooftop bar and a decadent chophouse.

BED-&-BREAKFASTS

From private waterfront resorts to quaint inns, there are many bed-and-breakfasts where you'll feel at peace. At Tarpon Springs' cozy and historic 1910 Inn, comfort can be found just a short walk from attractions like the Sponge Docks and the St. Nicholas Greek Orthodox Cathedral. Indian



BEST WEDDING VENUE

- 1 THE DON CESAR, ST. PETE BEACH
- 2 Sunken Gardens, St. Pete
- 3 Wyndham Grand Clearwater Beach
- 4 The Vinoy Resort & Golf Club, St. Pete
- 5 Sandpearl Resort, Clearwater Beach



BEST BOUTIQUE LODGING

- 1 PALM PAVILION INN, CLEARWATER BEACH
- 2 The Birchwood Inn, St. Pete
- 3 Ferway Hotel, Dunedin
- 4 Postcard Inn on the Beach, St. Pete Beach
- 5 Hollander Hotel, St. Pete



BEST SPA

- 1 SAFETY HARBOR RESORT & SPA
- 2 Spa Oceana, The Don CeSar, St. Pete Beach
- 3 Pallavi Spa, Wyndham Grand Clearwater Beach
- 4 The Spa at Sandpearl, Sandpearl Resort, Clearwater Beach
- 5 Vinoy Spa, The Vinoy Resort & Golf Club, St. Pete



LET'S TAKE IT OUTSIDE

Majestic Gulf Coast panoramas, immaculate emerald-green waterways, lush trails, scenic parks, unbridled nature and wilderness – it's all here. Whether you're excited to spend the day paddling or biking, or you plan to unplug and birdwatch on a refreshing nature hike, there is plenty to experience in our great outdoors.



PADDLEBOARDING



ROSEATE SPOONBILLS

PADDLE

Warm sunshine, calm winds and protected nature are a winning combination for a paddlecraft adventure. Located at the southern end of St. Pete/Clearwater, **Fort De Soto Park** has become a go-to destination for kayakers over the years. Spanning five islands/keys, the 1,110-acre park is home to a 2-mile self-guided paddle trail that winds you through mangrove communities and seagrass beds. There's also a 10-mile, three-to-four hour paddle trip around **Mullet Key** for the more ambitious paddlers.

The expansive 1,046-acre **Weedon Island Preserve** in north St. Pete is also a paddler's delight. Its 4-mile **South Paddling Trail** winds through labyrinthine mangrove canopies, into open saltwater ponds, and past wading birds and other wildlife.

For an even more secluded excursion, paddle down the trails at **Caladesi Island State Park** in Dunedin. Only accessible by public ferry or private boat, this barrier island features jaw-dropping scenery and 3.5 miles of kayak trails, leading paddlers through mangrove canals and seagrass flats on the bay side of the island. Consider dedicating at least half a day to the experience.



ST. PETE PIER

Fred Howard Park in Tarpon Springs, which is located across the water from Anclote Key (more on that spot later), has two main routes for canoeing and kayaking. The first trail is a serene, mile-long paddle through the mangroves that is suitable for beginners; the second is a 2-mile journey around the beautiful **Lake Avoca**. Though this park isn't as well known as the others, it offers plenty of serenity. It's a truly hidden gem.

If you're not planning on bringing your own paddling gear, don't sweat it: There are many outfitters throughout the area that will provide you with everything you need. You can rent kayaks on-site without reservations at **Fort De Soto Park**, the **Dunedin Causeway** and **Honeymoon Island State Park** (you can also take the ferry and rent one at **Caladesi Island State Park**). Elsewhere, **ECOmerion** offers kayak rentals in **Weedon Island Preserve**, and **Kayak Nature Adventures** in Gulfport offers eco-tours around **Clam Bayou Nature Preserve** to groups of four or more (reservations are required).

RIDE A BIKE

While we love our water-based activities down here (and so will you), we're also avid about biking along the numerous wonderful trails our area has to offer.

Stretching from St. Pete to Tarpon Springs, the **Fred Marquis Pinellas Trail** has long been a favorite of locals and visitors alike. Cleverly created along an abandoned railroad corridor, the continuous, protected, 75-mile multi-use pathway has connections to many cities worth exploring throughout the area – including Dunedin, Palm Harbor and Tarpon Springs, whose colorful shops, cafés and brewpubs may inspire a brief detour.

The **Skyway Trail Extension** begins at **Maximo Park** in St. Pete and ends when it eventually connects to the **Pinellas Trail**. You'll pass through a variety of landscapes on the journey, but this trail's main attraction is the resplendent **Clam Bayou waterfront** in Gulfport, which it passes through via



BEST CHARTER BOAT

- 1 FLORIDA TIKI TOURS
- Little Toot Dolphin Adventure
- StarLite Cruises - Dining
- Hubbard's Marina - Fishing
- Captain Memo's Pirate Cruise



BEST WATER EXCURSION

- 1 SNORKELING, EGMONT KEY
- Get Up and Go Kayaking
- Diving the Circle of Heroes Veterans' Memorial
- Topwater Kayak Outpost, Fort De Soto Park
- Bada Bing Water Sports, St. Pete



BEST WALK IN THE PARK

- 1 SUNKEN GARDENS, ST. PETE
- Florida Botanical Gardens, Largo
- Philippe Park, Safety Harbor
- Boyd Hill Nature Preserve, St. Pete
- Boca Ciega Millennium Park, Seminole



LEEPA-RATTNER MUSEUM OF ART



DR. CARTER G. WOODSON AFRICAN AMERICAN MUSEUM

Including Picasso, Renoir and Chihuly, as well as national, regional and local artists and incorporate interactive elements.

THREE TO SEE

Pablo Picasso's *Guernica* (1937) mural reproduction is the only authorized full-scale reproduction known in the world. The sculpture *Watchdog* by Mary Engle depicts her favorite studio companion covered in found watch parts. **Abraham Rattner's Studio:** Two permanent collection galleries are dedicated to the museum's namesake and include extensive archives from his time spent in Paris and New York throughout the 1920s-1970s.

DR. CARTER G. WOODSON AFRICAN AMERICAN MUSEUM

The museum named for Carter G. Woodson, the scholar who initiated Black History Month, has a



THE FLORIDA HOLOCAUST MUSEUM

mission to preserve and protect African American history. Last year the museum received a promise of thousands of Black history artifacts from a collector to be displayed there in the coming years. It's located in the Deuces Live District, the hub of Black-owned businesses and entertainment.

THREE TO SEE

Visit the historical **Black Lives Matter mural** painted by local artists on the street in front of the museum. **African American Heritage Trails:** The museum is the starting point of the walking tours of African American neighborhoods marked by 19 placards that give an overview of the impact of African Americans on St. Petersburg. **Legacy Garden:** The picture-perfect grounds area is a must-see.

THE FLORIDA HOLOCAUST MUSEUM

The museum honoring the millions of people who died or suffered in the Holocaust is one of the largest in the world and one of only three accredited by the American Alliance of Museums. The museum tells the stories of victims and survivors through educational and art exhibits, with a mission to prevent future genocide.

THREE TO SEE

The museum has one of the few remaining **railroad box cars** the Nazis used to transport Jews and

other prisoners to concentration camps. **History, Heritage and Hope** includes original artifacts, videos and photos that present the history of the Holocaust, including the beginnings of antisemitism and life before World War II, followed by the rise of Hitler and the Nazis. **Kaddish in Wood** showcases the handmade woodcarvings made by Dr. Herbert Savel, depicting Nazi victims, taken from Holocaust-era photographs.

GREAT EXPLORATIONS CHILDREN'S MUSEUM

Kids can go wild exploring, playing and learning at this hands-on museum, just a short car ride to downtown and the beaches. The museum is listed as autism-friendly in the Center for Autism and Related Disabilities (CARD) Autism-Friendly Business Directory. It's on the grounds of **Sunken Gardens**, one of the oldest roadside attractions in the country. The lush, botanical paradise features more than 50,000 tropical and subtropical plants, amid pools and waterfalls. It has its own flock of flamingos, as well as other exotic birds.

THREE TO SEE

Kids use their imaginations to build on a Lego wall with *I Dream in Lego*. Little ones get to see themselves on TV with *Live on Air*. **Longo's Cove** is an interactive exhibition kids can explore and is the museum's central focus.

MUSEUM CAFÉS

ARTS CAFÉ

MUSEUM OF THE AMERICAN ARTS AND CRAFTS MOVEMENT

Take in the majesty of the museum's grand atrium while enjoying hearty sandwiches, burgers, flatbreads and soups. Baked goods run the gamut of sweet to savory. Cocktails are a unique addition to the robust beer and wine offerings.

CAFÉ GALA

THE DALÍ MUSEUM

Named for Salvador Dalí's wife Gala, the café offers light Spanish-themed fare. Enjoy tapas, pastries, soups, salads and sandwiches, coffee and espresso and beer and wine. Guests can dine inside in the museum's lobby or outside on the scenic Avant-Garden patio.

CAFÉ CLEMENTINE

THE MUSEUM OF FINE ARTS, ST. PETERSBURG

The locally owned artisanal bakery and eatery serves dishes and pastries inspired by the seasons,



CAFÉ GALA

made with many organic and locally sourced ingredients. Dishes include sandwiches, soups and salads and coffee, cold brew and organic teas are served. Eat inside or outside overlooking Tampa Bay, or take a picnic prepared by the café to enjoy in one of the surrounding parks.

THE CANYON CAFE

THE JAMES MUSEUM OF WESTERN AND WILDLIFE ART

Anchored by a historical wooden bar, the café offers Southwestern fare like nachos and tacos or

salads, soups and handhelds. A full espresso bar serves specialty drinks and cold brew, while a daily happy hour includes \$5 beer and wine options.

PERRY'S PORCH

ST. PETERSBURG MUSEUM OF HISTORY

Coming in summer of 2023, the café is named after early St. Petersburg developer Perry Snell, who envisioned the waterfront full of parks. The menu will focus on fresh and local flavors and historical local craft cocktails. A picnic basket will be available for guests to nosh on while enjoying the St. Pete Pier.



THE JAMES MUSEUM OF WESTERN & WILDLIFE ART

Celebrate the museum's 5th Anniversary and journey into the wide world of western art! Located in the heart of downtown St. Petersburg, **The James Museum of Western & Wildlife Art** features works made primarily by living artists. From cowboys to pioneers to Native Americans and wildlife of the world, you'll immerse yourself in seven galleries of paintings, sculptures, jewelry and objects that tell the often untold stories of the peoples and cultures of the American West.

Bring the whole family to explore and spark the imagination! Docent tours and rotating special exhibitions offer new adventures every time you visit. Private tours are available, with discounts for groups of 10 or more. It's time to **Find Your West!**

727-892-4200 thejamesmuseum.org @jamesmuseum

2022 Gulf to Bay Magazine Final Survey Results

- 98% Reader Satisfaction Rating
 - 77% Very Satisfied + 21% Satisfied
- 78 % of Readers felt the magazine was Very Important / Important to their travel planning process
- 79% of Readers are Very Likely / Likely to visit St. Pete/Clearwater in the next 12 months
- Accommodations, Attractions and Dining are the most sought out information

Survey of 2,229 recipients of the 2022 Gulf to Bay



“Would you like to share any general feedback about the St. Pete/Clearwater Issue No. 10 Gulf to Bay Magazine?”

- "Beautiful, informative, fun to read and share, then, read again!"
- "Gorgeous publication. Wanted to plan a trip but couldn't decide where. This absolutely made me excited to travel here."
- "Really appreciate finding it in the newspaper today! I am missing the beaches, so the timing was great!"
- "This is one of the best travel magazines I have received. Well put together and very informative."
- "This magazine came at just the right time! We are beginning to plan a trip to Florida, and this really helped us with our planning."

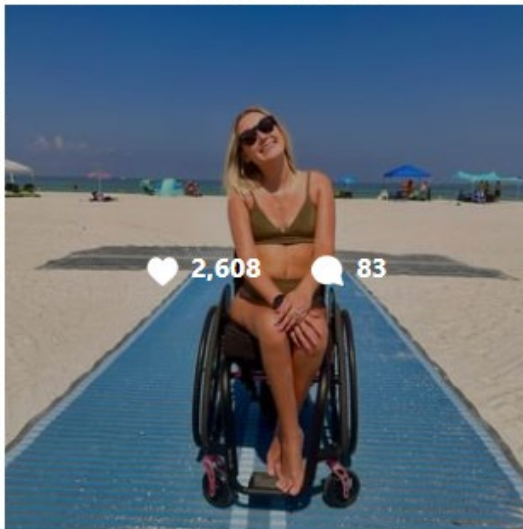
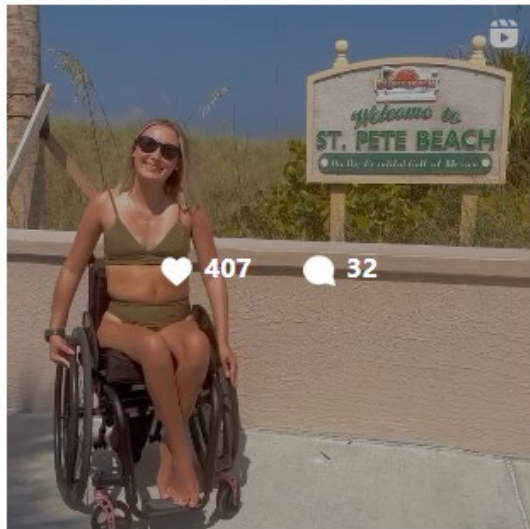


Sampling of over 750 responses to this question.

LIVE LIKE A LOCAL INFLUENCERS



Like a Local Series



Amanda Steijlen
Romanticizing life
living with a
disability

YouTube:
@wearesteijlen

ARTS & CULTURE CO-OP ADVERTISING



VSPC + Creative Pinellas Arts & Culture Co-op Program

- Co-op program, open to all members of the arts community
- Media selection targeted to reach in-market visitors and visitors who have booked a trip (e.g. billboards, print, digital)
- All ads will include partner images/messages within the Visit St. Pete/Clearwater arts template
- Total media cost will be split 50/50 between partner and VSPC/Creative Pinellas
- Pilot program period: launch in May for media running July – September 2023



Arts & Culture Co-op Program

- 11 participants in the program purchasing 26 products totaling \$47,272 in revenue. Due to the commitments required to deliver some of these placements, VSPC is providing more than the 50/50 match. As of today, VSPC's contribution is \$63,323.
- The most popular placements were the airport baggage claim signage boards – especially PIE.
- It seems that participants migrated towards lower cost items. We recommend following up with the participants for their feedback to help drive improvements for our next program. We believe getting ahead of annual planning would likely increase participation.



Product posted by Adriver Media. Please call 1-800-525-4702 with any questions or concerns.

DISCOVER THE JAMES MUSEUM

Celebrate five years of The James Museum of Western & Wildlife Art in downtown St. Pete!
Experience this hidden gem full of bold contemporary art and intricate Native American jewelry. Open daily!
Plan your visit at TheJamesMuseum.org

 ST. PETE CLEARWATER |  THE JAMES MUSEUM



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THANK YOU!

