



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 31 December 2018
Submitted by: Axel Kaus, Managing Director
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**KAUS
MEDIA
SERVICES**



Marketing
Communications
Consulting



1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS stayed in contact with the journalists who attended the German, Swiss and Austrian group press fam trip in November 2018. We supported them with photos and further information they required for their articles. Two journalists already published their articles.
- KMS stayed in contact with the team of "Elstner's Reisen" who did a shooting at the Clearwater Marine Aquarium in Clearwater Beach in November 2018. We supported them with further information and made sure that they are in a continuous communication with Julia Anderson of the CMA.
- 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 and newsletter to the travel media network TravMedia at no cost for VSPC.
- KMS further discussed the opportunity to host the VSPC delegation for a discounted rate during ITB Berlin at the Ritz Carlton Berlin with the Hotel.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater among top-tier media professionals.
- KMS assisted journalists with their press fam requests for our destination and followed up on the journalists who completed their individual fam trips in 2018.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in December 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:

“St. Pete/Clearwater is the perfect holiday destination in 2019”

2.2 NEWSLETTER

KMS researched story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in January 2019.



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p>Mr. Christian Ehrlich, Ms. Katharina Knocke DOCMA TV Produktion</p>	<p>KMS maintained a close contact with Mr. Ehrlich and Ms. Knocke to organize the press fam trip in November 2018 for the TV show "Elstners Reisen". Detailed information on the fam trip can be found in the respective section of this report.</p>
<p>Mr. Dirk Baumgartl blu</p>	<p>We maintained contact with Mr. Baumgartl from blu magazine. He informed us that there was more media coverage resulting from his individual fam trip in 2017 on their website mate-magazin.de. We thanked him and added the article to the clipping section of this report.</p>
<p>Mr. Volker Feuerstein Fuldaer Zeitung</p>	<p>KMS was in close contact with Mr. Feuerstein who completed a press fam trip to Florida in December 2018. He visited our destination from December 3 to 4, 2018 and already published an article in the Fuldaer Zeitung about it this month which can be found in the clipping section of this report. Please find detailed information about the press fam trip in the respective section of this report.</p>
<p>Mr. Manuel Kalleder Visit Florida Representative Germany</p>	<p>KMS was in constant contact with Mr. Kalleder, the German PR representative of Visit Florida. We discussed the ongoing, upcoming and new possible individual press fam trips organized by Visit Florida and the way we may support the ones that are of priority for VSPC. All current fam trip arrangements are listed in the fam trip section of this report.</p>
<p>Ms. Karin Ochenbauer Americareisen.at/ Canadareisen.at</p>	<p>KMS continued the liaison with Ms. Ochenbauer from the Austrian websites americareisen.at and canadareisen.at. As a result of the distribution of our December 2018 press release, she published an article about St. Pete/Clearwater as the perfect holiday destination on her website. We thanked her for the constant positive media coverage and added the article to the clipping section of this report.</p>
<p>Ms. Ulrike Grube America Journal</p>	<p>Ms. Grube from America Journal contacted us to ask for high-resolution photographs of Caladesi Island. We supported her with the requested imagery and agreed to stay in contact regarding the expected media coverage.</p>



<p>Ms. Tina Milacek Profi Reisen</p>	<p>KMS provided Ms. Milacek with a short PR text about our region for their magazine. We sent her a general text about St. Pete/Clearwater and later continued the liaison to offer our further support. We are awaiting her reply and a proof of the media coverage.</p>
<p>Mr. Urs Huebscher IMAGINE Magazine</p>	<p>Mr. Huebscher contacted us after the publication of our press release about SPC as the perfect holiday destination for 2019 to inform us about the article which he had published on his website. WE thanked him for the media coverage and added the clipping to the respective section of this report.</p>
<p>Ms. Ellen Alpsten Freelance Journalist/ FAZ</p>	<p>KMS maintained a close contact with Ms. Alpsten who completed an individual press fam trip together with her family in October 2018. The press fam trip was supported by Visit Florida and included a three days long stay in St. Petersburg/Clearwater. We agreed to stay in contact and to assist her with any information or material for her article.</p>
<p>Ms. Anja Groß Badisches Tagblatt</p>	<p>KMS supported Ms. Groß who visited SPC as a part of her family vacation in December 2018. Together with VSPC we created a 1 day itinerary which contained a visit of the CMA, a dolphin tour and a lunch at Frenchy's Rockaway Grill. We agreed to stay in contact.</p>
<p>Mr. Tom Dedek Tom On Tour</p>	<p>KMS was in contact with Mr. Dedek who reached out to VSPC regarding some support for his visit in SPC in February 2019. We coordinated us with Marion Wolf and reached out to Mr. Dedek regarding the type of content he would like to produce and regarding his media reach. However, we did not receive an answer yet.</p>
<p>Ms. Luisa Lion Style Roulette</p>	<p>Luisa contacted KMS regarding a Blogger FAM Trip to SPC in 2019. She runs a famous blog (65k monthly unique visitors), Instagram account (314k follower) and YouTube Channel (40.500 subscribers) and would love to visit the destination in 2019. KMS suggested to stay in contact and if we plan a Blogger FAM trip we would reach out to her.</p>
<p>Ms. Daniela Egert Freelance Journalist / Fränkischer Sonntag</p>	<p>Ms. Egert contacted us after we published our press release about SPC as the perfect holiday destination for 2019 and inquired regarding an individual press trip to SPC. We gathered information about the planned content and media reach and forwarded this information to VSPC as we think it might be a good publication.</p>



<p>Mr. Claus Breitenfeld <i>Freelance Journalist / Motorisierter Wassersport</i></p>	<p>Mr. Breitenfeld contacted us after the publication of our press release about SPC as the perfect holiday destination for 2019 and inquired about an individual press trip to SPC. After evaluating his magazine and the media reach, we informed him that it is not a good fit for our destination.</p>
<p>Ms. Susanne Mueller VRM (Verlagsgruppe Rhein-Main)</p>	<p>KMS stayed in contact with Ms. Mueller in order to provide her with photos and all the relevant information she needs for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p>Ms. Dinah Leuenberger Migros-Magazin</p>	<p>KMS stayed in contact with Ms. Leuenberger in order to provide her with photos and all the relevant information she needs for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p>Ms. Diana Zwickl Kronen Zeitung</p>	<p>KMS stayed in contact with Ms. Zwickl in order to provide her with photos and all the relevant information she needs for her article. Her article has been published on December 23rd 2018.</p>
<p>Mr. Alexander Sulanke FUNKE Mediengruppe</p>	<p>KMS stayed in contact with Mr. Sulanke in order to provide him with photos and all the relevant information he needs for his article. He did not yet advise us about a publishing date. We will maintain a close communication with him.</p>
<p>Mr. Florian Heider Nuernberger Zeitung/Nuernberger Nachrichten</p>	<p>KMS stayed in contact with Ms. Zwickl in order to provide her with photos and all the relevant information she needs for her article. His article has been published on December 22nd 2018.</p>
<p>Ms. Christina Telgmann Urlaubsguru.de</p>	<p>KMS stayed in contact with Ms. Leuenberger in order to provide her with photos and all the relevant information she needs for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p>Mr. Philipp Neumayr Rhein-Neckar-Zeitung</p>	<p>KMS stayed in contact with Mr. Sulanke in order to provide him with photos and all the relevant information he needs for his article. He did not yet advise us about a publishing date. We will maintain a close communication with him.</p>



4. PUBLIC RELATIONS ACTIVITIES

- KMS stayed in contact with the journalists who attended the German, Swiss and Austrian group press fam trip in November 2018. We supported them with photos and further information they required for their articles. Two journalists already published their articles.
- KMS stayed in contact with the team of "Elstner's Reisen" who did a shooting at the Clearwater Marine Aquarium in Clearwater Beach in November 2018. We supported them with further information and made sure that they are in a continuous communication with Julia Anderson of the CMA.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater in the German-speaking countries.
- KMS assisted the following journalists with their individual fam trip requests for our destination: Ms. Daniela Egert (Freelance Journalist for Fränkischer Sonntag), Volker Feuerstein (Fuldaer Zeitung), Anja Groß (Badisches Tagblatt). We stayed in close contact with the journalists who had completed their fam trips earlier this year: Christian Ehrlich (TV-Show Elstner's Reisen) and Ellen Alpsten (Freelance Journalist for FAZ).
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS submitted topics for the VUSA Newsletter in December 2018.
- KMS researched story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in January 2019.
- KMS pitched VSPC possible topics for the January press release.
- KMS uploaded the articles of the press release and newsletter to the travel PR network TravMedia for no additional cost for VSPC.
- KMS researched high-quality travel bloggers and influencers which would be a good fit for VSPC.
- KMS further discussed the opportunity to host the VSPC delegation for a discounted rate during ITB Berlin at the Ritz Carlton Berlin with the Hotel.
- KMS published new posts on Facebook several times a week.

.../cont.



PR Activities cont./...

- 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 December 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.

4.1 FAM TRIPS	
<p>Group FAM trip Germany (November 11-16, 2018)</p>	<p>VSPC and KMS successfully executed a group press fam trip with seven top-tier media journalists from Germany, Austria and Switzerland from November 11 – 16, 2018. We continued to stay in contact with the journalists and provided them photos and further required information. Two journalists, Ms. Zwickl and Mr. Heider, already published their articles.</p>
<p>Mr. Christian Ehrlich DOCMA TV Produktion (November 13-15, 2018)</p>	<p>KMS continued a close communication with Mr. Ehrlich from the TV production company of the TV documentary "Elstners Reisen". He and his TV crew went on a Florida round trip in November and stayed in our region from November 13-15, 2018. They filmed one day of the vet's work at the CMA for their TV show. Mr. Ehrlich informed us that they are currently planning to broadcast the show around Easter 2019. We offered our support if requested and agreed to stay in contact.</p>
<p>Mr. Volker Feuerstein Fuldaer Zeitung (December 3-4, 2018)</p>	<p>Mr. Feuerstein visited SPC during his Florida round trip with Visit Florida and he stayed in our region from December 3-4, 2018. Together with VSPC, we arranged a visit at the CMA and in Clearwater, in Tarpon Springs and at the Dunedin Brewery as well as accommodation at the DonCeSar for him and his wife. After the trip we received very positive feedback from him and right before Christmas, his first article was already published in the Fuldaer Zeitung. We contacted Mr. Feuerstein to thank him for the wonderful media coverage.</p>



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Ms. Anja Groß
Badisches Tagblatt
(December 27 2018)

Ms. Groß visited Clearwater Beach during her family vacation. Together with VSPC we created a one day itinerary for her, which included a visit to the CMA, a SeaScreamer tour and a complimentary lunch at Frenchy's Rockaway Grill. We will stay in contact with her.



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 continuously 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. 2018 – Sep. 2019)	Amount Achieved in December 2018	Amount Achieved to date	KPIs Remaining
News Releases	12	1	3	9
Newsletters	6	0	1	5
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	18	68	112-172 p.a.
Media Visits	10 – 15	2	11	0 – 4



7. DECEMBER 2018 MEDIA COVERAGE (generated)

Print

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	December 01. 2018	That somewhat different Florida	Falstaff	Lifestyle Magazine	KMS Individual Fam Trip with Visit Florida, February 2018	140.000	194.129
2	December 01. 2018	Holidays at Flipper	ACE Lenkrad	Special Interest Magazine	KMS Group Fam Trip with Visit Florida November 2017	610.132	182.245
3	December 11. 2018	Florida's extraordinary sport offers	Spa & Home	Lifestyle Magazine	KMS supported with information	22.500	1.869
4	December 18. 2018	Biking at Florida's west coast	Reiselust	Travel Magazine	KMS supported with information	85.500	1.831
5	December 22, 2018	Where the dreams of love live	Fuldaer Zeitung	Daily Newspaper	KMS Individual Press Fam Trip with Visit Florida, supported by VSPC in December 2018	50.000	22.099



5	December 22, 2018	Santa goes swimming over here	Nuernberger Nachrichten	Daily Newspaper	KMS Group Fam Press Trip November 2018	240.633	66.097
6	December 23, 2018	Towards the sun	Krone Bunt (Kronen Zeitung)	Weekly Supplement of the Daily Newspaper	KMS Group Fam Press Trip November 2018	1.291.050	401.970
Total Print						2.439.815	870.240

Online

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	November 29, 2018	Discover Florida	www.mate-magazin.de	LGBTQ+ Lifestyle Magazine	VSPC and KMS organized individual press trip in May 2017	100.000	2.043
2	December 07, 2018	Travel Diary St. Pete/Clearwater, Florida: Culture, Culinary Arts, Sun & Beach	www.insideflyer.de	Online Travel Magazine	KMS Group Fam Press Trip November 2018	474.000	9.645



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3	December 11, 2018	Florida: St. Pete / Clearwater is the perfect holiday destination in 2019	www.canadareisen.at , www.amerikareisen.at	Online Travel Magazine	KMS Press Release December 2018	16.000	325
4	December 12, 2018	St. Pete / Clearwater is the perfect holiday destination in 2019	www.imaginemag.ch	Online Travel Magazine	KMS Press Release December 2018	31.000	653
5	December 12, 2018	St. Pete / Clearwater is the perfect holiday destination in 2019	www.touristiknews.de	Online Travel Trade Magazine	KMS Press Release December 2018	221.170	3.948
Total Online						842.170	16.614
Total Print + Online						3.281.985	886.854



7.1 Media coverage resulting from the German group FAM trip in November 2018

	Journalist name	Number of published articles so far	Circulation	Media Value in US-\$
1	Christina Telgmann	0	0	0
2	Diana Zwickl	1	1,291,050	401,970
3	Dinah Leuenberger	0	0	0
4	Susanne Mueller	0	0	0
5	Alexander Sulanke	0	0	0
6	Philipp Neumayr	0	0	0
7	Florian Heider	1	240,633	66,097
Total		2	1,531,683	468,067

8. TIME BILLING

CONSULTANT	HOURS
Axel Kaus	19:15
Anna Schombera	18:00
Steffen Hager	39:00
TOTAL	76:15

9. MARKET UPDATE

WINTER AND SUMMER BOOKINGS SLOW DOWN

Germans booked fewer holidays last month than the strong levels seen 12 months ago but both the current winter season and next summer still have healthy growth figures, according to the latest monthly GfK figures. – December 18, 2018

Sales by German travel agencies and OTAs in November could not keep up with the previous year's figures given that November 2017 was an "extremely strong" sales month, GfK pointed out. One year ago, travel agency revenues from sales of winter holidays increased by 12% while summer bookings were up by as much as 24%.

Last month, overall sales for winter 2018/19 dropped by 1% and for next summer by 2% compared to last year's volumes. With OTAs showing double-digit growth, travel agencies recorded very weak sales, the market researchers' analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites showed.

Nevertheless, the current winter season and next summer are still showing solid growth of 7% and 5% respectively after good early bookings over the last few months. For example, German consumers have already spent about €3.8 billion on winter holidays, mostly for trips in November and December, GfK pointed out.

Moreover, over half (57%) of the November sales revenues were for summer 2019 holidays. June is so far proving a very strong month, with revenues up by nearly 18%, but all months apart from May are currently showing growth compared to the same time last year.

The good outlook for 2019 has been reinforced by new figures from the German Tourism Industry Association (BTW). Germans travelled for leisure purposes on 1.7 billion days this year, which was 1.8% more than 2017, according to the organization, whose calculations are based on GfK consumer spending surveys. The total number of days spent on beach holidays increased by 10% to more than 355 million thanks to the long hot summer, both in Germany and other European countries.



Against this background and with stable macro-economic conditions, the BTW predicted another good year for German leisure travel in 2019 with a similar growth rate of about 1.7% in terms of the number of days spent on leisure travel, ranging from day-trips and short breaks to long holidays.

"We are very happy with people's continuing desire to go on day-trips and on holiday as well as the continuing growth. We are looking ahead very confidently to the 2019 travel year," commented BTW president Michael Frenzel.

(Source: www.fvw.com)

9.1 TOUR OPERATOR & AIRLINE NEWS

EUROWINGS REORGANISES MANAGEMENT

Lufthansa budget brand Eurowings is reshuffling management responsibilities following rapid expansion and operational problems in 2018. – January 03, 2019

CEO Thorsten Dirks is responding to Eurowings' over-hasty growth last year and also operational problems in the peak summer season with a new managerial structure. From January, CCO Oliver Wagner and Brussels Airlines CEO Christina Förster will be given new responsibilities.

Wagner, who has been in charge of all sales activities to date, will become Commercial Manager Europe, and thus responsible for sales & marketing of all flights in European markets.

Förster will remain head of Brussels Airlines, which is now part of the Eurowings Group, and also gain responsibility for the group's intercontinental flights as Commercial Officer Long Haul Eurowings Group. The Belgian carrier is already in charge of the long-haul operations. Moreover, she will have a decision-making role in areas such as finances and human resources.



Among other changes, Michael Klee, head of revenue management and pricing as well as responsible for tour operator sales, will switch to a new role as head of ground operations for the whole Eurowings Group. His successor has not yet been named.

Eurowings also plans to centralize activities such as procurement in the new structure. "We want to be efficient and more agile," a spokesman said.

The management shake-up follows serious operational problems last summer when over-hasty fleet and route expansion, strikes and other external factors caused major problems with the operational performance, including countless flight delays and cancellations. The airline's punctuality plummeted to just 60% between May and August.

For 2019, Eurowings has unveiled a package of operational measures designed to avoid any repeat of last summer. The fleet of 185 aircraft will be split between dedicated planes operating domestic German routes and international routes; there will be longer airport turnaround times; and more reserve planes.

Meanwhile, CEO Thorsten Dirks told the Düsseldorf-based Rheinische Post regional newspaper that Eurowings was looking into the 'option' of bringing some long-haul flights to Frankfurt to complement those from Düsseldorf and Munich but had not yet taken any decisions. The newspaper speculated that rival Condor might be forced to downscale some of its intercontinental flights from Frankfurt due to Thomas Cook Group's financial problems.

(source: www.fvw.com)

2019 WILL BE A DECISIVE YEAR FOR AVIATION IN EUROPE

Airlines, airports, public authorities and other stakeholders will have to take urgent decisions next year, over Brexit, the European Single Sky and other key issues, according to aviation consultant Gerd Pontius.

The experienced German aviation consultant and CEO of Prologis Strategy highlighted diverse issues and challenges for the sector in a preview article ahead of next month's European Aviation Symposium in Munich (on 29 – 30 January 2019). The following text is a shortened version of his analysis and predictions.

Winter is coming. This dark prophecy from the "Game of Thrones" series summarizes the changes that the aviation industry will have to face up to in 2019. The mild environment with cheap fuel, low interest rates for financing and continuously rising passenger numbers is heading for an end. This enabled some airlines, especially in intra-European aviation, to survive somehow despite weak capital investment and low margins. That is why the long overdue industry consolidation has so far not yet taken place.

Whoever has not yet earned any money will find it even more difficult in future. Market consolidation will pick up speed with the forthcoming tougher operating environment. Larger and established players are now under pressure as well. However, consolidation will initially only mean that the number of independent market participants will fall. It does not necessarily mean there will be insolvencies or takeovers. The quieter path of joint ventures also reduces competition.

The consolidated market in the USA is frequently taken either as a role model or a threatening scenario, depending on the interests in question. Five airlines dominate over 80 per cent of the market there. The downside, however, is a strong focus by the market leaders on high-revenue trunk routes, combined with a significant price increase of more than 50 per cent on average over the last five years. Passenger numbers are rising substantially at the major hubs, while smaller airports are being left behind more and more.

Some clear similarities can be seen in Europe:

- Strong passenger growth at hubs together with declining utilization of regional airports
- Increasing squeezing-out of small and specialized carriers which have little scope to respond to aggressive pricing by big low-cost carriers and airline alliances
- Significant price rises as soon as one operator dominates a market

Infrastructure is bursting at the seams

The strains on infrastructure are becoming increasingly apparent. It is likely that the capacity limitations experienced in summer 2018, when every third flight in Europe was delayed, will be repeated in the near future. Both the aviation industry and transport politicians have increasingly recognized the urgent need for action. Yet too often concepts to solve these problems fail due to the conflicting interests of the involved parties.

Measures by airlines and airports to steer capacity, such as Lufthansa's proposal of a cap on slots that are critical for utilization, can definitely ease the pressure in the short term. But even if the pressure on capacity can be reduced, this will only relieve the over-burdening on systems. Substantial investment in people, technology and logistics is necessary for long-term effective solutions. In 2019 it will be necessary to work on these concepts and to make the required budgets available, so that a significant relief can be felt sometime within the next few years.

Nevertheless, missing money is usually the least problem. Many of the infrastructure measures sought by the aviation industry have met with massive public resistance, especially in core markets in Western Europe. If at all, then they can only be implemented after many years of discussions. The third runway in Munich is one example of this.

When will we have a European Single Sky?

The central project in European aviation, the European Single Sky, is in a similar situation. Fundamentally, everyone agrees that Europe urgently needs a border-free, centrally managed sky. This would reduce flight times and delays, sink costs and not least substantially reduce the environmental impact from emissions. With SESAR the development of the necessary systems has been going on for years, supported by billions of euros from EU funds. These will be soon ready for operational use.

And yet whether and when these systems will ever go into operation remains up in the air. The resistance from governments within the EU to giving up sovereignty in favor of central management is too strong. And not even to mention the fear of the expected conflict with, amongst others, air traffic controllers, and not only in France.



The year 2019 will show whether the EU Commission, national governments as well as those in charge of air traffic management have enough determination and the courage to implement the European Single Sky, including against the expected resistance.

(source: www.fvw.com)

9.2 GERMANY ECONOMY NEWS

TRAVEL AGENCY SALES. AT START SLIGHTLY BELOW PREVIOUS YEAR

Tourist travel agencies started the new financial year with a 1.6 per cent drop in bookings. The decline is not a drama: a year ago, a plus of 8.5 per cent was in the books and caused an all-time high in classic travel agency sales.

Travel agencies and tour operators spent almost the entire 2017/2018 tourism year on this good start, which also continued in December 2017 and January 2018. At the end of the year, turnover increased by 4.8 per cent despite the hot and long summer. Some travel agency organizations even report double-digit growth.

The decisive factor for 2019 will be whether the good economic climate in Germany will continue and whether many Germans will continue to regard classic travel agencies as an attractive alternative to online sales. The coming year already has something good: a new package travel law will definitely not be introduced in 2019.

(source: www.touristik-aktuell.de)



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Contact

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GLOBAL BRAND COMMUNICATORS



**ST.PETE
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REPORT	PR Activity Report
CLIENT	Visit St. Pete/Clearwater
MONTH	December 2018

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Key Performance Indicators

KPI	Target over 12 months (Jan 2018 – Dec 2018)	Amount Achieved in December 2018	Amount Achieved to date	KPIs Remaining
Press releases	15	1	5	10
Media visits	10	1	6	3
Media briefings	25	2	42	0(+17)
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 2 Tabloid: 0 Regional: 0 Trade/B2B: 0 Consumer: 0 Online: 3 Broadcast: 0 Blogs: 1	Broadsheet: 8 Tabloid: 3 Regional: 1 Trade/B2B: 1 Consumer: 11 Online: 16 Broadcast: 1 Blogs: 9	Broadsheet: 2 Tabloid: 9 Regional: 13 Trade/B2B: 7 Consumer: 5 Online: 0 (+2) Broadcast: 0 Blogs: 0 (+1)

Year to date totals (as at 31 December 2018)

YTD total circulation	TYD total AVE value	YTD total PR value
185,857,021	£5,484,806	£13,712,014

Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Online	12 December	VADA Magazine	Adam Lowe	5 reasons to visit St. Pete/Clearwater this winter	9,160
Online	13 December	Northern Ireland Travel Magazine Online	Tim Hedgly	5 reasons you need to visit St. Pete/Clearwater this winter!	5,000
Broadsheet	19 December	The Telegraph	Simon and Susan Veness	Review: Sirata Beach Resort	24,886,000
Online	20 December	Travel and Leisure Magazine	Terry Stafford	Feature on St. Pete/Clearwater	60,000
Broadsheet	20 December	The Telegraph	Simon and Susan Veness	Review: The Fenway Hotel	24,886,000
Blog	23 December	Wanderlust Chloe	Chloe Gunning	Top Travel Instagrams of 2018	52,100

N.B: All 2018 coverage can be viewed on [CoverageBook](#) and the running press trip log can be viewed [here](#).

Activity

Key Pitches/Media Liaison

Journalist/blogger	Outlet	Topic
Juliet Rix	The Times/Telegraph	Fenway Hotel opening
Lisa Minot	The Sun	Fenway Hotel opening
Tina Walsh	The Telegraph	Fenway Hotel opening
Alexandra Pereira	Suitcase/Conde Nast Traveller/WOW air inflight	Trip to destination for feature
Jacqui Agate	LoveFOOD	The Peabody Restaurant opening
Aaron Millar	The Times/National Geographic	Hot US destinations
Terry Staffords	Travel and Leisure Magazine	Destination overview/update
Simon Heptinstall	Mail on Sunday	Art Holidays
Tom Chesshyre	Daily Mail	The Don CeSar on St. Pete Beach
Alex Watson	Foodism	Foodie trip to destination
Lydia Winter	Escapsim	Trip to destination for feature
Katherine McAlister	Oxford Mail	Trip to destination for feature
Carlie Tasker	Freelance	Trip to destination for feature

Activity

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster pitched foodie trip to top-tier journalists; ongoing
- Rooster finalised '5 reasons you need to visit St. Pete/Clearwater this winter' press release and sent to key target media
- Rooster followed up with Kew Gardens re potential collaboration activity in 2019
- Rooster liaised with Gemma Pascall re IMM banners
- Rooster liaised with Tampa re Chris Leadbeater (Daily Telegraph) trip
- Rooster liaised with Alexandra Adams re Dali catalogue request
- Rooster liaised with Visit Florida re winter blogger/influencer campaign
- Rooster continued to monitor red tide updates in the destination and flagged any media coverage regarding this

- Rooster participated in PR update/planning calls
- Rooster continued development of 2019 draft PR plan and bigger campaign ideas and shared with VSPC
- Rooster continued research/planning of Craft Beer Channel partnership and London Shuffle media/pop-up event
- Ongoing update of the coverage log and CoverageBook for accurate client reporting and uploading articles to Simpleview
- Ongoing liaison with VSPC re various group trip updates and destination updates

Media Trips

- Rooster liaised with Claire Bloomfield from Destination Weddings/Wedding Ideas re her press trip; confirmed her itinerary and shared with her, and followed up after her trip for feedback
- Rooster worked on planning for group press trip taking place in January 2019
 - Rooster liaised with Norwegian regarding flights and target media list
 - Rooster completed invitation and invited top-tier target media
 - Rooster liaised with VSPC re hotel partners, itinerary and partner outreach
 - Rooster began partner outreach to confirm itinerary

Social Media

Facebook

- Rooster continued with customer responses and general management of the page
- Total page likes (UK) changed from **7,270** to **7,279** (a increase of 9)
- Total engagement (clicks) rate: **691**
- Total reach of our posts: **9,927**
- Total impressions including shares/likes/news feed placement: **14,040**
- The most popular post was the **video post** on 28 December. The post received **373 likes**, **44 comments** and **19 shares**, leading to a reach of **6,916**. There were **374** clicks on the post (right).

Visit St. Pete/Clearwater (GB, IE, NO...)
Published by Jo Kendall [?] · 28 December 2018 at 09:29

Like Page

Today's forecast - blankets of sugar sand on America's #1 Beach 🌞🌴
#LiveAmplified

Get more likes, comments and shares
Boost this post for £24 to reach up to 40,000 people.

6,916 People reached 869 Engagements Boost Post

👍❤️👤 373 44 Comments 19 shares

Forthcoming activity and priorities

Activity

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2019 to media
- Rooster to continue research and development of bigger campaign ideas
 - Craft Beer Channel
 - London Shuffle
- Rooster to update the social media calendar to suit UK market and upload posts twice weekly

Press Trips

- Ongoing monitoring of requests for press trip support/blogger requests
- Continue pitching to foodie media targets for destination trips in February 2019, and then from late April 2019 onwards
- Rooster to begin research for media to attend the Clearwater Sea-Blues Festival in February, in exchange for a feature
- Continue pitching to target media to review/cover Fenway Hotel and Belleview Inn
- Continue finalising group press trip arrangements
 - Rooster to continue liaison with Norwegian re flight bookings
 - Secure partner support and finalise group press trip itinerary; share with media once complete
 - Finalise media bios for 6 media attending the group press trip; share with partners once complete

Press Release/Pitches

- Rooster to develop press releases pending newsworthy destination updates – next release: Florida's Museum Mecca
- Rooster to pitch romantic couples' escapes ahead of Valentine's Day
- Rooster to continue pitching VSPC according to 2019 UK travel trade forward features (upcoming pitches include Honeymoons, Family Holidays, USA)

Contact Rooster PR

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

Your Rooster VSPC team is:

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Waterloo House, 207 Waterloo Road, London SE1 8XD



AN **MMGY**GLOBAL COMPANY

Memo

To: David Downing; Leroy Bridges; Mackenzie Monteiro

From: NJF

Date: January 4, 2018

Subject: Account Activity December 2018

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

MEDIA PLACEMENTS

- **Total Placements YTD: 91**
 - **Circulation/UMV: 728,632,245**
 - **Viewership: 3,034,220**
 - **Total Earned Media Value: \$15,173,527**

Outlet	Journalist	Topic	Reach	Date
BlackBook Email Newsletter	Adam Pollock	Feature on the Destination	10,169,862	12/6/18
EliteDaily.com	Marisa Casciano	New Hotel Openings	8,780,880	12/11/18
BostonGlobe.com	Pam Wright and Diane Bair	Fenway Hotel	8,780,880	12/11/18
BostonGlobe.com	Pam Wright and Diane Bair	Grand Central	323,296	12/16/18
<i>Boston Globe</i>	Pam Wright and Diane Bair	Fenway Hotel	323,296	12/16/18
<i>Boston Globe</i>	Pam Wright and Diane Bair	Grand Central	3,825,684	12/21/18
MatadorNetwork.com	Matt Meltzer	Museum of the American Arts and Crafts Movement	10,169,862	12/21/18
OprahMag.com	Nadine Jolie Courtney	Affordable Weekend Trips	3,093,863	12/28/18

UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Reach	Run Date
<i>The Boston Globe</i>	Diane Bair	Pinellas Trail	323,396	February
<i>Family Traveller</i>	Hannah Freedman	Destination Feature	100,00	February
CNBC.com	Jimmy Imm	Fall Travel	26,071,453	TBD
<i>Le Devoir</i>	Allison Van Rassel	St. Pete	32,412	TBD
<i>Montreal Journal</i>	Marie Poupart	Dunedin/Fenway Hotel	17,700,000	TBD
<i>Am New York</i>	Gina Pace	Dunedin/Fenway Hotel	245,230	TBD
<i>Sunseeker</i>	Teresa Bitler	Dunedin/Fenway Hotel	TBD	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

MEDIA VISITS

- Pending
 - Smithsonian.com (UVM: 10,000,000) - Jennifer Billock: January/February
 - *Texas Lifestyle* (Circ: 40,000) - Marika Flatt: June 3-16

EVENTS

- Royal Palms Chicago Event - January 30
 - NJF continued to liaise with the Royal Palms Chicago team to discuss the upcoming event.
 - NJF worked with the VSPC team to finalize the contract for the event.
 - NJF drafted and shared an event timeline, budget and strategy with the VSPC team for review.
 - NJF drafted and distributed an invite to Chicago-based editors and journalists. Confirmed attendees include:
 - Chicago Tribune, Lori Rackl - tentative to her schedule that evening
 - Freelance (Chicago Life, Chicago Tribune), Pam McKuen
 - Freelance (USA Today, AFAR), Dawn Reiss
 - Freelance (CBS Chicago, USA Today, Chicago Business), Jacky Runice
 - Logistics:
 - Food Truck: NJF continued discussing the food truck option with the Royal Palms team and the VSPC team; confirmed the truck will be DonerMen and the menu will be available in January.
 - Takeaway: NJF and VSPC teams continued brainstorming ideas for the takeaway items; potential items include beer, cuzzi, t-shirt, branded bag, and macarons.
 - Trip Giveaway: NJF confirmed VSPC will offer a trip giveaway at the event.
 - Social Media: NJF provided ideas for a social media component; given the fact that the venue is aesthetically pleasing, the VSPC team decided not to move forward with this aspect of the event.
 - Hotel/Flights: NJF began discussing hotel and flight options with VSPC team; VSPC team to connect with Michael Lyn about his preferred hotel/flight and NJF will book.
- IMM NYC - January 24
 - NJF will begin outreach in early January to schedule deskside meetings for Mackenzie Monteiro when she is in town for IMM.

- NJF continued to inquire about the attendee list; VSPC to provide updates once the list is available.

PITCHING AND OUTREACH

- NJF distributed a pitch on new hotels that opened in late 2018 or are opening in early 2019, including Fenway Hotel and Belleview Inn, to short-lead travel and lifestyle outlets including (but not limited to):
 - **Departures.com**
 - **Maxim.com**
 - **Refinery29.com**
 - **TravelChannel.com**
 - **Vogue.com**
- NJF continued outreach on a larger pitch about best family destinations for the holidays, including St. Pete/Clearwater, that was distributed to short-lead family, travel, and lifestyle outlets including (but not limited to):
 - **FamilyVacationCritic.com**
 - **GoodHousekeeping.com**
 - **Today.com**
 - **TravelandLeisure.com**
 - **TravelChannel.com**
- NJF distributed a pitch positioning Dunedin as a great winter travel destination to short-lead travel and lifestyle outlets including (but not limited to):
 - **AFAR.com**
 - **Brit + Co**
 - **CNTraveler.com**
 - **PureWow.com**
 - **TravelandLeisure.com**
- **Boston Globe:** NJF worked with Contributor Diane Bair to fact check her story on the Pinellas Trail; coverage is slated for February 2019.
- NJF continued distributing a food-focused pitch highlighting new restaurants and F&B updates to targeted F&B publications and for any relevant opportunities.
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
 - **Conde Nast Traveler**, Mark Ellwood - Where To Go in February
 - **Forbes**, Michele Herrmann - New Museums Opening in 2019
 - **INSIDER**, Theresa Christine - Best Beach Destinations For Winter
 - **Jetsetter**, Nick Walton - New Museums/Exhibits in North America
 - **Meetings Today**, Jennifer Juergens - New Hotels/Hotel Renovations in Florida
 - **OprahMag.com**, Nadine Courtney - Affordable Weekend Getaways

MISCELLANEOUS

- NJF will participate in a call with the Paradise and VSPC teams on 1/7 to discuss the Magritte exhibition at The Dali Museum.
- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:

- Royal Palms Chicago Event
- IMM NYC
- Hotel Development
- Art & Culture Updates
- Upcoming Museum Openings & Exhibits
- New Restaurant/Bar Updates
- NJF 2019 Immersion Trip