

Activity Report

Market: Germany, Austria and Switzerland
Month: January 2019
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**ST.PETE
CLEARWATER
FLORIDA**

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS organized appointments with high quality journalists and influencers with regard to the ITB Berlin 2019.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS created a newsletter 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 with VSPC's Central European Marketing Office to host the VSPC delegation at the Ritz-Carlton Berlin for a discounted rate during ITB Berlin.
- After the German, Swiss and Austrian group press fam trip in November 2018, KMS continuously supported the journalists with additional destination information and we are now in close contact with the journalists in order to provide them with all the information they require.
- 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 January 2019 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:

“Paradisiac weddings in St. Pete/Clearwater”

2.2 NEWSLETTER

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

The newsletter included the following topics:

- Jewels of Imagination – New exhibition at the Museum of Fine Arts St. Pete
- The best wedding locations and venues in St. Pete/Clearwater
- Upcoming Events in St. Pete/Clearwater
 - St. Pete’s Localtopia
 - Clearwater Sea Blues Festival
 - Florida Food & Brew Festival



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p>Mr. Christian Ehrlich, Ms. Katharina Knocke DOOMA TV Produktion</p>	<p>KMS maintained 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. 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. Anja Groß Badisches Tagblatt</p>	<p>KMS supported Ms. Groß who visited SPC as a part of her family vacation in December 2018. After she returned from the trip we stayed in close contact with her and supported her with additional information.</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. After we gathered all the relevant information, we advised VSPC not to host him.</p>
<p>Ms. Daniela Egert Freelance Journalist / Fränkischer Sonntag</p>	<p>We stayed in close contact with Ms. Egert who would like to do a Fam Trip to our destination in May 2019. After we discussed with VSPC that it might be a good idea to reach out to Visit Florida in order to include two more destinations, we proposed her this idea, which she approved. We work with Manuel Kalleder to set up this Fam Trip.</p>
<p>Ms. Katharina Rolshausen Saarbrückener Zeitung</p>	<p>Ms. Rolshausen informed us that she would be travelling to St. Pete/Clearwater in March 2019 and would love to write an article about our destination. She asked if we could support her with hotel accommodation and some activities. We presented the opportunity to VSPC and agreed that we are willing to host her. We will take care of the hotel booking and the itinerary planning within the upcoming weeks.</p>
<p>Ms. Sabine Gnau Influencer, runningbambiii</p>	<p>Ms. Gnau is an Instagram influencer with a focus on running sports. She is planning to attend the Best Damn Race Safety Harbour in February and asked if we could support her with a rental car, hotel nights and other activities. She would provide</p>

	Instagram stories and posts. We declined this opportunity since she has just over 22,000 followers.
Ms. Katrin Huebner Florida Sun Magazine	Ms. Huebner contacted us in order to get the most recent news from VSPC and the current press release. We added her to our email list and agreed to stay in contact for a possible collaboration in the future.
Ms. Neele Sommer Brautmagazin	We reached out to Ms. Sommer in order to present her St. Pete/Clearwater as a great destination for a wedding and honeymoon. She was very interested in the story and we agreed that we would forward her our current press release. We tried to make an appointment for ITB in order to discuss a possible fam trip or collaboration, however she already had a busy schedule. We will stay in contact with her.
Ms. Jennifer Latuperisa-Andresen Reisen Exclusiv	We contacted Ms. Latuperisa-Andresen in order to present SPC as a destination to her and to talk about a possible fam trip in the future. We suggested to meet at ITB Berlin, however, her schedule is too busy. We agreed to stay in close contact after the ITB.
Mr. Tobias Hoiten Influencer & Blogger	We reached out to Mr. Hoiten (80k followers on Instagram, 15k unique blog visitors monthly) in order to present him SPC as a very interesting travel destination. He found the possible topics very interesting and was keen to know more about the destination. We agreed that it would be a great idea to meet at ITB Berlin and pre-scheduled an appointment with him.
Ms. Sylvia Matzkowiak Influencer & Blogger / Lifestyleadventures.com	We contacted Ms. Matzkowiak (375k Instagram followers, 85k unique blog visitors monthly) as she is one of Germany's leading travel influencers with a focus on upscale destinations and hotels. After presenting SPC as a leading travel destination in Florida destination to her, she was keen to know more about our destination. We pre-scheduled an appointment at ITB Berlin.
Ms. Iris Köpke LuxusInsider	We contacted Ms. Köpke, who is the Editor in Chief of LuxusInsider, a high-quality tourism online magazine. We presented SPC as a very interesting travel destination to her and she agreed that there is a high chance of arrange up a collaboration with her. We pre-scheduled an appointment for ITB Berlin; however, her schedule was already too busy, so we will meet with one of her colleagues.
Mr. Urs Hübscher Imagine Magazine	We reached out to Mr. Hübscher, who is frequently publishing our press releases in his magazine. We suggested that it might



	be a good idea to talk about a possible fam trip to our destination and pre-scheduled an appointment for ITB Berlin.
<p>Ms. Claudia Scheffler-Perrone Freelance Journalist for various media outlets e.g. HuffPost & Blogger</p>	We reached out to Ms. Scheffler-Perrone and presented her SPC as a diverse travel destination. She was very interested in our destination and asked us if we would be able to pre-schedule an appointment for ITB Berlin. We managed to find an appointment slot.
<p>Ms. Yvonne Beck Bucketlist Magazine</p>	We contacted Ms. Beck in order to present SPC as a destination to her and to talk about a possible fam trip in the future. We suggested to meet up at ITB Berlin and pre-scheduled an appointment.
<p>Ms. Julia Schöffner Influencer & Blogger, desbelleschoses</p>	KMS reached out to Ms. Schöffner as she provides high quality online content on both her blog and her Instagram channel. After a call, we agreed that it is a good idea to meet in person in order to talk about collaboration opportunities. We pre-scheduled an appointment at ITB Berlin.
<p>Ms. Claudia Roman-Navarro Falstaff Magazine</p>	We contacted Ms. Roman-Navarro and presented SPC as high-class destination to her, which is also very suitable for culinary travels. She asked if it is possible to meet at the ITB Berlin and we secured an appointment with her.
<p>Ms. Jessica Jungbauer Freelance Journalist for various media outlets e.g. Spiegel Online and F.A.Z.</p>	We contacted Ms. Jungbauer and presented SPC as a travel destination to her. After we learned that she is very interested in a culinary focus during her travels, we outlined the various culinary options in our destinations. We wanted to organize a personal meeting at the ITB Berlin, however, her schedule was already too busy. We agreed to stay in contact after ITB Berlin.
<p>Ms. Susanne Mueller VRM (Verlagsgruppe Rhein-Main)</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 has not yet informed us about a publishing date. We will maintain close communication with her.
<p>Ms. Dinah Leuenberger Migros-Magazin</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 close communication with her.



Ms. Diana Zwickl Kronen Zeitung	KMS maintained the 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 23 rd 2018.
Mr. Alexander Sulanke FUNKE Mediengruppe	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 close communication with him.
Ms. Christina Telgmann Urlaubsguru.de	KMS maintained the contact with Ms. Telgmann in order to provide her with photos and all the relevant information she needs for her article. She published her article on January 14 th , 2019.
Mr. Philipp Neumayr Rhein-Neckar-Zeitung	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 close communication with him.



4. PUBLIC RELATIONS ACTIVITIES

- KMS pre-scheduled appointments with high quality journalists and influencers at the ITB Berlin 2019.
- 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. Three journalists already published their articles.
- KMS stayed in contact with the team of "Elstners 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 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: Katharina Rolshausen (Saarbrückener Zeitung), Anja Groß (Badisches Tagblatt), Ms. Daniela Egert (Freelance Journalist for Fränkischer Sonntag). We stayed in close contact with the journalists who had completed their fam trips last year: Christian Ehrlich (TV-Show Elstners 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 coordinated various media opportunities with Manuel Kalleder, Visit Florida representative in Germany.
- KMS pitched possible VSPC topics for the February 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 the ITB Berlin at the Ritz Carlton Berlin with the Hotel.
- KMS published new posts on Facebook several times a week.

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- 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 January 2019 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.

4.1 FAM TRIPS

<p>Ms. Jessica Henze Influencer (February 26-28, 2019)</p>	<p>Ms. Henze will be in our destination as it is part of an influencer campaign of VISIT Florida, FTI and Steiff. VSPC arranged her accommodation at The Birchwood Hotel for two nights. The next step is the itinerary draft.</p>
<p>Ms. Katharina Rolshausen Saarbrückener Zeitung (March 22-25, 2019)</p>	<p>Ms. Rolshausen will be in our destination from March 22 to March 25. We are currently coordinating the accommodation with VSPC, once the hotels are finalized we will start drafting an itinerary.</p>
<p>Group FAM trip Germany (November 11-16, 2018)</p>	<p>VSPC and KMS successfully completed 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 with photos and further required information. Three journalists, Ms. Zwickl, Ms. Telgmann 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>Ms. Anja Groß Badisches Tagblatt (December 27, 2018)</p>	<p>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.</p>
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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 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 January 2019	Amount Achieved to date	KPIs Remaining in the Fiscal Year
News Releases	12	1	4	8
Newsletters	6	1	2	4
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	15	83	97-157
Media Visits	10 – 15	0	11	0 – 4



7. JANUARY 2019 MEDIA COVERAGE (Generated)

Print							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
	December 22, 2018	Santa goes swimming over here	Nuernberger Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	130.995	33.023
	December 22, 2018	Where the dreams of love live	Reisejournal am Wochenende	Travel Magazine	Individual Press Fam Trip with Visit Florida, supported by VSPC in December 2018	319.598	32.554
	January 06, 2019	Florida Holocaust Museum	BRAWO Sonntag, Bad Belzig	Weekly Newspaper	KMS supported with information	15.700	2.000
Total Print						466.293	67.577



Online							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	December 22, 2018	St. Petersburg, Florida: Beach + Culture + Enjoyment	www.nordbayer.n.de	Website of Daily Newspaper	KMS Group Fam Press Trip November 2018	1.490.000	60.640
2	December 25, 2018	From Fulda to... Tampa Bay	www.fuldaerzeit.ung.de	Website of Daily Newspaper	Individual Press Fam Trip with Visit Florida, supported by VSPC in December 2018	394.182	8.021
3	January 05, 2019	St. PETE / CLEARWATER	www.blu.fm	Online LGBTQ+ Lifestyle Magazine	KMS supported with information	275.000	5.645
4	January 07, 2019	St. Pete / Clearwater as the perfect holiday destination in 2019	www.insideflyer.de	Online Travel Magazine	KMS Group Fam Press Trip November 2018	107.000	2.196
5	January 14, 2019	St. Pete & Clearwater – Welcome in the most beautiful place of Florida	www.urlaubsguru.de	Online Travel Magazine	KMS Group Fam Press Trip November 2018	4.428.342	180.224



6	January 17, 2019	From the dream island to the museum: Weddings in St. Pete/ Clearwater	www.frankfurt-live.com	News Website	KMS Press Release January 2019	190.000	3.900
Total Online						6.884.524	260.626

Instagram							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Follower	Media Value in US-\$
1	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
2	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
3	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
4	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645



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5	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
6	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
7	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
8	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
9	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
10	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
11	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645



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12	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
13	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
14	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
15	November 12, 2018	-	@urlaubsguru	Travel Magazine	KMS Group Fam Press Trip November 2018	240.000	2.645
Total Instagram						3.600.000	39.675
Total Print + Online + Instagram						10.950.817	367.878



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-\$
Christina Telgmann	1	4,428,342	180,224
Diana Zwickl	1	1,291,050	401,970
Dinah Leuenberger	0	0	0
Susanne Mueller	0	0	0
Alexander Sulanke	0	0	0
Philipp Neumayr	0	0	0
Florian Heider	3	1,861,628	159,760
Total	5	7,581,020	741,954

8. TIME BILLING

CONSULTANT	HOURS
Axel Kaus	18:00
Steffen Hager	45:00
Anjuli Walter	13:45
TOTAL	76:45

MILLENNIALS BOOK SEPARATE TRAVEL PRODUCTS ONLINE

Young adults are increasingly booking holidays and other trips online, rather as separate products than as packages from tour operators, a new study by market researchers Yougov in Germany has confirmed.

The current generation of 18-34 year-olds, the so-called 'millennials', are taking advantage of technology more than ever before to book travels via Internet, a wide-ranging survey found. For example, the readiness of millennials to book accommodation via Booking.com has risen from 25 % to 28 % over the last two years, while Airbnb has increased from 15 % to 19 %.

In contrast, traditional tour operators such as TUI are losing popularity among the first generation of 'digital natives'. TUI's score has fallen from 22 % two years ago to 19%, according to the 'Millennials as Digital Travellers' study.

This 'Generation Y' uses the internet intensively to research travel information, the study confirmed. For example, two out of five (39 %) pay attention to online hotel evaluations, compared to only 29 % of respondents aged over 35.

Unsurprisingly, young adults are careful with their travel spending. More than a quarter (27 %) selected their most recent holiday destination taking low costs into account, compared to only 18 % of consumers over 35. In contrast, only 20 % of millennials selected their destination because they had already been there and enjoyed their stay.

Commenting on the results, Yougov consultant Sven Runge warned that TUI and other traditional travel companies should take note of the trends. "Traditional providers should continually monitor the travel behavior and needs of Generation Y, in order not to completely lose them as customers to suppliers of individual products."

(Source: www.fvw.com)

GERMANIA COLLAPSE HITS PASSENGERS, TOUR OPERATORS AND AIRPORTS

The insolvency and grounding of the Berlin-based leisure airline Germania has left thousands of seat-only passengers with worthless tickets, forced tour operators to quickly find alternative flights, and sparked renewed demands for airline insolvency insurance legislation.

Despite recent claims that it had filled a €15 million liquidity gap, the privately-owned German airline was forced to file for insolvency late on Monday and stopped flights yesterday early in the day. This leaves some 1,700 employees, who reportedly have not been paid for January, facing the loss of their jobs. With a fleet of 37 planes, Germania flew more than four million passengers a year from German airports to 60 destinations in Europe, North Africa, and the Middle East.

Owner and CEO Karsten Balke said: "Unfortunately, we were ultimately unable to bring our financing efforts to cover a short-term liquidity need to a positive conclusion. We very much regret that consequently, our only option was to file for insolvency."

Germania repeated its earlier explanation that its short-term liquidity needs emerge mainly due to the financial impacts of unforeseeable events such as massive increases in fuel prices last summer and the simultaneous weakening of the euro against the US dollar, considerable delays in phasing in aircraft into the fleet and an unusually high number of maintenance works regarding its aircraft.

Just like with the insolvency of Air Berlin in 2017 and of niche charter carrier Small Planet Airlines last year, passengers impacted by Germania's insolvency fall into two categories: package holiday customers who are legally entitled to alternative flights that their tour operator has to organize; and passengers who booked directly with the airline and have no legal right to compensation.



The German Travel Industry Association (DRV) said that "tens of thousands" of passengers would be affected over the coming weeks. Tour operators responded quickly and assured to organize alternative flights for customers who booked Germania flights.

Market leader TUI promised to organize flights quickly and started re-booking passengers on to other flights. Tourism director Stefan Baumert said: "We can promise our customers that we will do everything necessary to secure their flight. No one needs to be worried that he or she cannot fly on holiday or will be stranded at their destination."

Alltours said it would ensure that customers due to fly with Germania would be provided with alternative arrangements. "For trips with Germania flights in the current winter season and forthcoming summer 2019 season, Alltours will organize replacement transportation for its guests, so that they can go on holiday as planned," the company declared.

At Schauinsland-Reisen, some 90 staff are busy helping affected customers, primarily those with departures up to March 31. An alternative flight schedule will be drawn up for flights after April 1. According to the company, about 70,000 bookings are affected in total.

German and international airlines also reacted quickly, offering special cheap fares to passengers who had booked directly with Germania, and some are considering additional flights on some routes.

Eurowings, which has the biggest route overlap with the insolvent carrier, is offering a general 50% price discount for stranded Germania passengers. Condor will also charge only 50% of its normal fare for affected passengers, although seats will only be available on a stand-by basis.

Ryanair-owned Laudamotion is offering 'rescue fares' such as €9.99 from Palma to Berlin, €19.99 from Majorca to Münster/Osnabrück and €29.99 on various routes from the Canary Islands back to Germany. Easyjet has a general €110 fare for numerous routes to Berlin from Spain and other destinations.



TUIfly, which also has a 50% fare discount for impacted passengers, said it would contact airports affected by the insolvency and reorganize its summer schedule. At present, TUI Germany's in-house carrier plans to operate with 41 planes, but more could be added due to the new market situation, a spokesman said.

Similarly, Sun Express quickly wants to increase their capacity on routes between Germany and Turkey in response to the omission of Germania. "Tourism to Turkey will not suffer," underlined sales director Peter Glade. The airline, with a fleet of more than 70 jets, is offering special fares for Germania passengers, especially those stranded at destinations in Anatolia.

Meanwhile, travel industry representatives and consumer protection organizations alike renewed long-standing calls for airlines to be forced to take out insolvency insurance, and thus ensure legal protection for passengers.

"Holidaymakers who booked a tour operator package in a travel agency are well-protected," said Ralf Hieke, DRV vice-president for medium-sized travel agents. But, referring to the lack of protection for seat-only passengers, he added: "We finally need competitively-neutral insolvency insurance for airlines. This is the only way to give travelers more security."

(Source: www.fvw.com)

LUFTHANSA WANTS TO GROW IN MUNICH WITH BIGGER JETS

Lufthansa will fly past blocked plans for a third runway at Munich Airport by using larger planes to keep growing at its second-largest hub, according to a top manager.

Last autumn, long-standing plans for a third runway at Munich Airport were put on ice by the new Bavarian coalition government of the CSU and the Free Voters. In a political compromise between the two parties, who disagree on the publicly controversial issue, they decided on a moratorium on planning activities for the next five years.



However, this decision will put increasing pressure on the existing capacity at the second-largest airport in Germany, airport chief Michael Kerkloh told some 200 participants at the inaugural European Aviation Symposium today at the airport's Hilton hotel. Munich already handles more than 46 million passengers a year with its two existing runways.

"If we don't get any more capacity, it will get complicated despite our highly efficient operation with two runways. The infrastructure planning of an airport is very complex and long-term. But that doesn't seem to interest the public," he criticized.

The moratorium will also create new challenges for the joint venture between Lufthansa and Munich Airport, which was created in 2003 to jointly operate the airport's Terminal 2.

Wilken Bormann, CEO of Lufthansa's Munich hub, explained that the German airline could cope with the capacity limitations for a certain time by using larger planes. At present, for example, Lufthansa has stationed five A380s at the airport and is considering introducing two more of the world's largest passenger planes there.

In addition, the airline is working on plans to decongest peak times in order to gain more time for transfer connections, he added. Kerkloh admitted the airport needs to improve passenger handling, especially baggage handling which still operates "like in the 1990s".

Bormann underlined that the joint venture with Munich Airport is a long-term project and that the aviation group supports the plans for a third runway. "Over the years, we have invested more than €1 billion here and we want a premium infrastructure," he declared.

The hub chief also emphasized that Munich's positioning as a 'five-star airport' includes the passenger mix. "More than half of the planes we operate at Munich have a first class," he pointed out.

This passenger mix plays a role at Terminal 2 where the joint venture is responsible for shops and catering in addition to flight operations. "We deliberately leave space. This creates a better atmosphere and ensures faster transfer times, at which we stand among the leaders in Europe," explained Kerkloh.

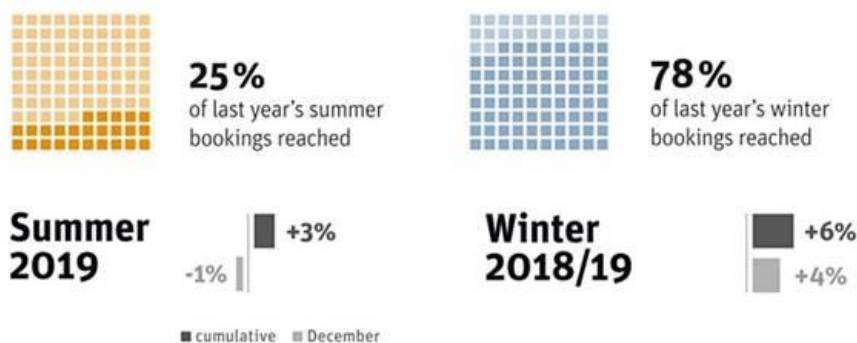
This approach includes gate planning. For example, planes scheduled to fly to China dock at gates where there are plenty of nearby high-value shops. “We have a good overview of the passengers on the flights and their shopping patterns,” said the airport chief, referring to “retail-oriented aircraft positioning”.

Other topics at the two-day European Aviation Symposium, organized by aviation consultants Prologis, fvw and the Travel Industry Club, include aviation strategies and trends, the consequences of the Brexit, and changes in the distribution through NDC and new players such as Google.

(Source: www.fvw.com)

SUMMER BOOKINGS DROP IN DECEMBER

There was little seasonal cheer for German travel agents last month as their holidaybookings dropped below the previous year’s levels and overall travel trade sales were driven by online bookings, according to the latest monthly GfK figures.



The good news in December came from winter holiday bookings, which increased by 4% and left cumulative bookings up by 6% to date. This is one percentage point lower than in November but still indicates a solid winter season overall as shown by the market researchers’ analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites.



More important for travel agents is the coming summer season, which made up 60 % of total sales revenues in December. Demand is proving weak, however, with a slight 1 % fall in summer 2019 bookings last month following on from a 2 % drop in November.

Once again, travel agency sales lagged behind overall trends. Their revenues for winter 2018/19 were down by 1 % and were 4 % lower for the forthcoming summer. Higher online bookings compensated for these declines, and generated the slightly better overall figures, according to GfK.

However, it is still fairly early in the booking season, with only one quarter of last year's total summer revenues generated to date. A clearer picture of demand trends will come with the January and February figures, which will be challenged by strong growth rates of early 2018.

The GfK figures were supported by the latest travel agency sales figures from IT services provider Tats for December. These showed a 3.1 % drop in overall sales, with tourism including cruises down by 1.7 % but cruises alone up by 4.6 %. This indicates weak demand for beach holidays last month

(Source: www.fvw.com)

GERMAN FACTORY ORDERS DROP IN DECEMBER IN LATEST SIGN OF SLOWDOWN

New orders in German manufacturing surprised analysts with a decline in December as official figures gave yet another indicator that the eurozone's economic powerhouse is slowing down.

Factory orders fell by 1.6 % from the previous month, far worse than the 0.3 % rise that analysts had expected in a Reuters poll. The provisional figures reveal a 7 % decline from December 2017, Germany's Federal Statistics Office said on Wednesday.

Domestic orders decreased by 0.6 % and foreign orders fell by 2.3 %. New orders from the eurozone rose by 3.2 % while new orders from other countries fell by 5.5 %.

After the release of the data, the euro hit its low of the day, leaving it down about 0.3 % against the dollar.

"We still expect the bottleneck in the German automotive industry to be resolved in the coming months," said Carsten Brzeski of ING. "The sharp increase in new orders from other eurozone countries shows that not everything is so depressing for the German industry."

A gloomy outlook for the global economy has been exacerbated by fears over a disorderly Brexit and a trade conflict between China and the US, while Germany's export machine has been sputtering as industries such as car construction face multiple challenges.

"The inventory build-up in recent months as well as the recent drops in order books suggest that any rebound of industrial activity in Germany will be slow and sluggish," said Mr Brzeski.

A revision of the November figures showed a decrease of 0.2 % in that month, down from a 0.1 % drop on the October figure previously reported, the statistical office said.



The latest government forecast puts growth in 2019 at 1 % for the German economy, lower than the 1.5 % increase in the gross domestic product in 2018, as business confidence sank to a three-year low. Export expectations in manufacturing fell to 5.9 points in January, according to a survey from the Ifo Institute.

Still, unemployment is at a record low, salaries are on the rise and inflation is relatively subdued at 1.7 percent.

(Source: www.ft.com)



**ST.PETE
CLEARWATER
FLORIDA**

Contact

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

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ROOSTER^{PR}
GLOBAL BRAND COMMUNICATORS



**ST.PETE
CLEARWATER
FLORIDA**

REPORT	PR Activity Report
CLIENT	Visit St. Pete/Clearwater
MONTH	January 2019

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Key Performance Indicators

KPI	Target over 12 months (Jan 2019 – Dec 2019)	Amount Achieved in January 2019	Amount Achieved to date	KPIs Remaining
Press releases	5	0	0	15
Media visits	15	6	6	9
Media briefings	30	7	7	23
Coverage	Broadsheet: 14 Tabloid: 18 Regional: 14 Trade/B2B: 8 Consumer: 20 Broadcast: 1 Blogs: 8	Broadsheet: 0 Tabloid: 1 Regional: 0 Trade/B2B: 1 Consumer: 2 Broadcast: 0 Blogs: 0	Broadsheet: 0 Tabloid: 1 Regional: 0 Trade/B2B: 1 Consumer: 1 Broadcast: 0 Blogs: 0	Broadsheet: 10 Tabloid: 11 Regional: 14 Trade/B2B: 7 Consumer: 18 Broadcast: 1 Blogs: 8

Year to date totals (as of 31 January 2019)

YTD total circulation	TYD total AVE value	YTD total PR value
895,051	£40,690	£101,724

Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Online	2 January	loveFOOD.com	Jacqui Agate	Tasty new restaurants to try in every state in 2019	464,497
Trade	4 January	Travel Bulletin	Adam Potter	Onto a win-ter with St. Pete/Clearwater	6,117
Consumer	8 January	Bella magazine	Carly Honeyfield	Escapes: Florida's Gulf Coast	176,018
Tabloid	27 January	Scottish Sun	Heather Lowrie	Dip your toes in Clearwater and St. Pete Haven	248,419

N.B: All 2019 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
Jane Anderson	Family Traveller	Pitched for inclusion in Art Holidays feature
Sam Williams	Florida Friday	Bucket list things to do in St. Pete/Clearwater
Siobhan Wykes	Best Magazine	Pitched destination and potential trip; trip confirmed 2-4 Feb
Laura Jackson	LoveEXPLORING and LoveFOOD	Met with and pitched destination and foodie scene; keen to send someone out for LoveEXPLORING and LoveFOOD, awaiting feedback
Lottie Gross	Woman & Home, The Telegraph, LoveEXPLORING	Met with and pitched destination for potential trip; interested in covering sunshine and Beer, pitching to Telegraph, awaiting feedback
Sophie Davis	Sophie's Suitcase	Met with and pitched destination for potential trip; Sophie looking at dates for Q2, awaiting feedback
Rosie Fitzmaurice	Evening Standard	Met with to discuss destination; interested in joining future press trips
Clare Vooght	TimeOut and Freelance	Met with and pitched destination for potential trip; awaiting feedback from journalist
Joanne Shurvell	Forbes	Met with and pitched destination for potential trip; not suitable for trip but interested in hearing ongoing updates about arts & culture
Ruth Brindle	Freelance – regional online	Met with and pitched destination for potential trip; sent dates but no commission confirmed, on hold until further notice

Activity

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster attended a recce of London Shuffle for potential event in summer
- Rooster began development of 'Museum Mecca' press release
- Rooster followed up with Kew Gardens re potential collaboration activity in 2019
- Rooster liaised with Visit Florida re winter blogger/influencer campaign and began planning Hand Luggage Only trip
- Rooster participated in fortnightly PR update/planning calls
- Rooster continued research/planning for Craft Beer Channel partnership and London Shuffle media event
- Ongoing update of 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 continued working on the January group press trip:
 - Rooster liaised with Norwegian regarding flight confirmation
 - Rooster liaised extensively with media to secure 6 journalists on the trip;
 - Reach PLC (Mirror/Express/Star)
 - The Sun
 - MTV
 - Family Traveller
 - Woman
 - TTG
 - Rooster liaised with media attendees prior to the trip to confirm passport details, complete waiver forms and share trip itinerary
 - Rooster reached out to partners to confirm itinerary and completed trip itinerary

- Rooster completed media biography document and shared with partners ahead of the trip
 - Charlotte Wright, Rooster representative supported the trip on the ground in the destination
 - Rooster liaised with media attendees post trip to provide additional information, images, web links, and bookable holiday packages
- Rooster liaised extensively with VSPC and partners to arrange the following press trips:
 - Simon Calder, The Independent
 - Siobhan Wykes, Best Magazine
 - Samantha Cope, Sunday People & Mirror.co.uk
 - Yaya and Lloyd, Hand Luggage Only (bloggers)

Social Media

Facebook

- Rooster continued with customer responses and general management of the page
- Total page likes (UK) changed from **7,279** to **7,281** (an increase of 2)
- Total engagement (clicks) rate: **313**
- Total reach of our posts: **10,288**
- Total impressions including shares/likes/news feed placement: **13,824**
- The most popular post was the **New Year's Resolution** on 1 January. The post received **75 likes**, **6 comments** and **6 shares**, leading to a reach of **3,081**. There were **47 clicks** on the post (right).

The screenshot shows a Facebook post from the page 'Visit St. Pete/Clearwater (GB, IE, SE, ...)'. The post is titled 'New Year's Resolution: fill 2019 with #TravelMemories from the beaches of St. Pete/Clearwater. #LiveAmplified'. It features a vibrant photograph of a person in an orange shirt walking on a sandy beach with palm trees and beach umbrellas. Below the image, there is a green checkmark icon and the text 'Get more likes, comments and shares' followed by 'When you boost this post, you'll show it to more people.' The post's performance metrics are displayed: 3,081 People reached and 138 Engagements. A blue 'Boost Post' button is visible. At the bottom, it shows 6 Comments and 6 shares, with a list of users including Robert Kidd, Else Mari Johnsen, and 73 others. The interaction bar includes icons for Like, Comment, Share, and a smiley face.

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 for bigger campaign ideas, including:
 - Craft Beer Channel visit and content creation (May 2019)
 - London Shuffle media event (May 2019)
- Rooster to update the social media calendar to suit UK market and upload posts twice weekly
 - Rooster to assist with posts for Tour America promotion

Press Trips

- Ongoing monitoring of requests for press trip support/blogger requests
- Continue pitching to key media targets for destination trips from late April 2019 onwards
- Rooster to begin research for wedding/honeymoon journalist to visit in May, ahead of wedding season in the UK
- Rooster to begin research for media to attend the Clearwater Jazz Festival in October, in exchange for a feature
- Continue pitching to target media to review/cover Fenway Hotel and Belleview Inn
- Continue finalising media visit arrangements for:
 - Simon Calder, The Independent
 - Siobhan Wykes, Best Magazine
 - Samantha Cope, Sunday People/Mirror

Press Release/Pitches

- Rooster to pitch 'Museum Mecca' press release to key target media
- Rooster to continue pitching VSPC according to 2019 UK travel trade forward features

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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AN **MMGY**GLOBAL COMPANY

Memo

To: Leroy Bridges; Mackenzie Monteiro

From: NJF

Date: February 4, 2019

Subject: Account Activity January 2019

We are pleased to provide highlights of public relations activities undertaken by NJF during the month of January 2019.

MEDIA PLACEMENTS

- **Total Placements YTD: 4**
 - **Impressions: 4,608,131**
 - **Total Earned Media Value: \$1,220,603**

Outlet	Media Type	Journalist	Topic	Impressions	Date
Global Cocktails	Online	Joseph Pedro	Valentine's Day	30,645	1/21/19
Travel + Leisure	Online	Patricia Doherty	Dunedin	3,168,640	1/25/19
Le Journal de Montréal	Online	Marie Poupart	Dunedin	910,551	1/26/19
Le Journal de Montréal	Print	Marie Poupart	Dunedin	498,295	1/26/19

UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Run Date
The Boston Globe	Diane Bair	Pinellas Trail	February
Long Island Living	Christina Vercelletto	Valentine's Day Getaways	February
Family Traveller	Hannah Freedman	Destination Feature	February
amNewYork	Gina Pace	Dunedin/Fenway Hotel	February
Le Devoir	Allison Van Rassel	St. Pete	February/March
CNBC.com	Jimmy Im	Winter Travel	TBD
Sunseeker	Teresa Bitler	Dunedin/Fenway Hotel	TBD

Wherever Family	Teresa Bitler	Honeymoon & Caladesi Islands	TBD
PaperCity	James Brock	Destination Feature	TBD
The Dallas Morning News	Katherine Rodeghier	St. Pete's "Renaissance"	TBD

MEDIA VISITS

- Upcoming
 - Fathom - Elisabeth Robinson: February 12 - 17
- Pending
 - Fatherly - Joshua David Stein: February 24 - 26
 - Smithsonian.com - Jennifer Billock: April TBD
 - *Texas Lifestyle* - Marika Flatt: August TBD

EVENTS

- Royal Palms Chicago Event - January 30 (Postponed due to inclement weather)
 - Continued to liaise with the Royal Palms Chicago team to discuss the upcoming event; Due to the inclement weather in Chicago, the event was canceled and will be rescheduled for the spring.
 - Continued outreach to invite Chicago-based editors, journalists and Influencers to the event. Confirmed attendees included:
 - Media
 - Chicago Beer Geeks, Nik White
 - Chicago Magazine, Nina Hahn
 - Chicago Tribune, Lori Rackl
 - Freelance (USA Today, AFAR), Dawn Reiss
 - Freelance (CBS Chicago, USA Today, Chicago Business), Jacky Runice
 - Freelance (Men's Book, Chicago Social, Huffington Post), Jim McFarlin
 - Freelance (Shape, Reader's Digest, Food & Wine), Kelsey Ogletree
 - Freelance (Chicago Tribune, Hemispheres, West Jet), Lisa Lubin
 - Freelance (Departures, Hemispheres, Fodor's), Nicole Schnitzler
 - Freelance (Chicago Life, Chicago Tribune), Pam McKuen
 - Jam - WCIU, Afu Owusu
 - Time Out Chicago, Zach Long
 - Influencers:
 - @alialistone, Ali Stone
 - @bows&sequins, Jessica Sturdy
 - @bowtifulife, Megan Rogers-Reilley
 - @caitpatton, Caitlin Patton
 - @emmaklenhart, Emma Lenhart
 - @marvelousinthemidwest, Cara Fries
 - @modlychic, Katy Rose
 - @myhungrybites, Janette Malik
 - @rdoessions, Rach DiMare
 - @sany.delight, Sany Nguyen
 - @thedailytay, Taylor Wolfe
 - @oneuponadollhouse, Caitlin + Dani
 - @willbakeforbook, Bekah Malik
 - @vegtourist, Sapna Dalal

- Logistics:
 - Food Truck: Continued discussing the food truck catering options with the Royal Palms team and the VSPC team.
 - Takeaway: Continued brainstorming ideas with the VSPC team for the takeaway items; potential items include beer, cuzzi, t-shirt, branded bag, and macaroons.
 - Hotel/Flights: Booked flights and hotel for the NJF team and Michael Lyn.
 - Run of Show: Drafted a tentative run of show and shared with the VSPC team on 1/25.
- IMM NYC - January 24
 - Scheduled meetings for both Mackenzie Monteiro and Morgan Shapiro during the IMM conference.
 - Morgan Shapiro from the NJF team attended IMM alongside Mackenzie Monteiro.
 - Followed up with each journalist VSPC/NJF met with during IMM to provide additional information/images for any upcoming stories.
 - Conducted outreach to schedule deskside meetings for Mackenzie Monteiro; due to the large number of events taking place in the city that week, targeted media were unable to meet.

PITCHING AND OUTREACH

- Drafted and distributed a pitch on the best Valentine's Day getaways, including the destination and The Vinoy's "Couples Getaway" package, to short lead travel and lifestyle outlets including (but not limited to):
 - **Brides.com**
 - **CNTraveler.com**
 - **Essence.com**
 - **GoodHousekeeping.com**
 - **RD.com**
- Included the destination's stand-up neon paddleboarding in an agency roundup on the best active vacations for 2019, which was distributed to short-lead travel, lifestyle, health and wellness outlets including (but not limited to):
 - **CNN.com**
 - **HarpersBazaar.com**
 - **Shape.com**
 - **TravelandLeisure.com**
 - **WellandGood.com**
- Continued outreach surrounding a pitch on new hotels for 2019, including Fenway Hotel and Belleview Inn, to short-lead travel and lifestyle outlets including (but not limited to):
 - **AFAR.com**
 - **Brit + Co**
 - **Forbes**
 - **Today.com**
 - **TravelPulse.com**
- Continued outreach to position Dunedin as a great winter travel destination to short-lead travel and lifestyle outlets including (but not limited to):
 - **Departures.com**
 - **EliteDaily.com**
 - **PopSugar.com**
 - **Thrillist.com**

- **TownandCountryMag.com**
- **Refinery29.com:** Shared information on the destination, including the art, culture, food, activities, murals and beaches with Editor Annie Greenberg for consideration for her 60 seconds city column; NJF is awaiting feedback.
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
 - **MarketWatch.com**, Jeanette Settembre - Vegan/Vegetarian Tourism
 - **USA Today**, Wendy O’Dea - Hyper-Local Traditions
 - **PureWow**, Stephanie Cain Venkatraman - LGBTQ-Friendly Destinations
 - **SmarterTravel.com**, Caroline Teel - Best Adventure Vacations for 2019
 - **Southern Living**, Katelyn Chef - Beach Travel Ideas
 - **Today.com**, Katie Jackson - Best Family-Friendly Beaches to Visit in 2019
 - **Travel Channel**, Lynn Coulter - Experiential Trips

MISCELLANEOUS

- Introduced Eliza Williams, Account Coordinate at NJF, to the VSPC team on 1/16.
- Drafted a 6-month PR plan for 2019 initiatives and outreach and shared with the VSPC team on 1/30.
- Compiled a clipbook of all secured coverage from 2018.
- Participated in a call with the Paradise and VSPC teams on 1/7 to discuss the Magritte exhibition at The Dali Museum.
- Participated in bi-weekly conference calls with the VSPC team 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