



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: June 2019
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**KAUS
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1. MONTHLY ACTIVITY HIGHLIGHTS

- 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 to the travel media network TravMedia at no additional cost for VSPC.
- KMS drafted the bi-monthly newsletter and distributed it to qualified media in Germany, Austria and Switzerland.
- KMS continued organizing an exclusive blogger fam trip to St. Pete/Clearwater, which will take place from September 22-27, 2019. KMS booked the flights for all the attendees and the PR escort.
- KMS continued to monitor the video content collaboration of VSPC and McDonald's agency 3-sixty-TV. We submitted the prepared video to the agency and later reviewed the final version they created in late May 2019. We stayed in contact with the agency. The video was broadcasted in 750 McDonald's restaurants in the German-speaking countries free of charge. It reached approximately 35 million viewers.
- KMS continued following up on all media contacts from ITB Berlin 2019.
- KMS continued following up on all media contacts from IMM Germany 2019.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. We expect the last articles of one of the attendees soon.
- KMS proactively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater in top-tier media outlets.
- KMS assisted journalists with their press fam requests for our destination.
- KMS followed up with journalists who completed individual fam trips to St. Pete/Clearwater during the last months.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in June 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 RELEASES

KMS drafted and distributed the following press releases:

“The best fishing locations in St. Pete/Clearwater”

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 July 2019.



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p>Mr. Manuel Kalleder Visit Florida Representative Germany</p>	<p>KMS was in continuous contact with Mr. Kalleder, the German PR representative for Visit Florida. We discussed the current, 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. Daniela Egert Freelance Journalist / Fränkischer Sonntag</p>	<p>We stayed in close contact with Ms. Egert who was in St. Pete/Clearwater from May 6 to 9, 2019. We supported her with all the information she needed. She informed us that the article will be published in early July at the latest.</p>
<p>Ms. Manuela Laemmel / Mr. René Laemmel WOW!</p>	<p>We stayed in contact with Ms. Laemmel who will be in our destination from July 11 to 16, 2019 together with her family. We coordinated with her and VSPC regarding their accommodation. KMS also suggested her activities for her itinerary. We will send her the final itinerary once we received it.</p>
<p>Mr. Marcel Wladasch Travelwithmassi.com</p>	<p>We stayed in contact with Mr. Wladasch who will attend our exclusive blogger FAM trip to SPC from September 22-27, 2019. We sent him the flight confirmations and informed him about the next steps.</p>
<p>Ms. Julia Schaeffner Des-belles-choses.com</p>	<p>We stayed in contact with Ms. Schaeffner who will attend our exclusive blogger FAM trip to SPC, which will take place from September 22-27, 2019. We sent him the flight confirmations and informed him about the next steps.</p>
<p>Ms. Claudia Scheffler-Perrone Nonsoloamore.net</p>	<p>We stayed in contact with Ms. Scheffler-Perrone who will attend our exclusive blogger FAM trip to SPC that will take place from September 22-27, 2019. We sent him the flight confirmations and informed him about the next steps.</p>
<p>Ms. Hannah Mörbe Vielunterwegs.de</p>	<p>We stayed in contact with Ms. Mörbe who will attend our exclusive blogger FAM trip to SPC, which will take place from September 22-27, 2019. We sent him the flight confirmations and informed him about the next steps.</p>
<p>Ms. Valerie Dapprich Uberding.net</p>	<p>We stayed in contact with Ms. Dapprich who will attend our exclusive blogger FAM trip to SPC that will take place from September 22-27, 2019. We sent him the flight confirmations and informed him about the next steps.</p>



Ms. Katharina Rolshausen Saarbrückener Zeitung	Ms. Rolshausen was in our destination from March 22 to March 25, 2019. We continued to maintain a close communication with her in order to provide her all the information she needs for her coverage.
Mr. Jürgen Wieshoff Yacht-Log	We reached out to Mr. Wieshoff as he planned to release a special about yacht shows in Florida in the April issue of his magazine. He wanted to feature Dunedin in the current issue. We contacted him to ask how we could support him and sent him all the required information. He will send us the article asap.
Ms. Monika Kaußen BILD der Frau	Ms. Kaußen plans a story on German women who fell in love abroad and eventually decided to emigrate. We coordinated with VSPC regarding the search for fitting characters. We informed her about a possible interview partner, though got informed that this is not the story she was looking for.
Mr. Gregor Berg Front Row Society	After meeting Mr. Berg at IMM Germany 2019, we stayed in contact with him as he inquired about a possible fam trip to St. Pete/Clearwater. We reached out to him in order to gather further details but did not receive a response yet. We again reached out to him.
Ms. Thomas Ullmann USA-Reise.de	We maintained the contact with Mr. Ullmann who we met at IMM Germany 2019. He asked for some photos and published an article about the topics featured in our May newsletter. We thanked him for the article.
Mr. Andreas Dressler Connoisseur Circle	We stayed in contact with Mr. Dressler who is very interested in a fam trip to St. Pete/Clearwater. He is considering flying to the US in February 2020 and is willing to cover the airfare from Europe to the US himself. We will maintain close communication with him in order to set up this media opportunity.
Ms. Luisa Eckhard Style Roulette / Influencer	We met Ms. Eckhard at IMM Germany 2019 where she showed great interest in St. Pete/Clearwater. We sent her the current news releases and will stay in contact with her regarding a possible fam trip.
Ms. Yannik Fiedeler LuxusInsider	KMS maintained a close communication with LuxusInsider and added them to our mailing list in order to keep them up to date regarding St. Pete/Clearwater. We again reached out to them in order to get a media clipping of the article about the Fenway hotel; We are awaiting their reply.



Ms. Yvonne Beck bucketlist	KMS contacted Ms. Beck who also attended the IPW Anaheim 2019. She is very interested in our destination and would like to do a FAM trip to St. Pete/Clearwater, likely in early 2020. We will stay in contact with her in order to set up this media opportunity.
Mr. Philipp Laage dpa	KMS reached out to Mr. Laage, who was in contact with VSPC during IPW Anaheim 2019. He implied that he is interested in a FAM trip to SPC. We contacted him and offered him to participate in our group FAM trip in November 2019. We are waiting for his response.
Mr. Sven Schneider Freelance Journalist	We reached out to Mr. Schneider in order to learn his preferences regarding fam trips. After confirming next fiscal years' group press trip to SPC, we informed him about the dates which would be suitable for him.
Mr. Kai Boecking BleisureTraveller	We stayed in contact with Mr. Böcking who was very interested in attending a fam trip to St. Pete/Clearwater in order to produce one of his TV-shows called "Kai reist". We sent him a reminder in order to receive more detailed information about his show; however, he did not get back to us yet.
Mr. Philipp Neumayr Rhein-Neckar-Zeitung	KMS stayed in contact with Mr. Neumayr 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 ACTIVITES

- KMS continued to organize an exclusive blogger fam trip to St. Pete/Clearwater which will take place from September 22-27, 2019. KMS booked the flights for all the attendees and the PR-host.
- KMS submitted hotel suggestions for the planned Blogger FAM trip in September 2019.
- KMS stayed in close contact with all the attendees of the exclusive Blogger FAM trip and informed them about the current status and next steps.
- KMS suggested various dates for next fiscal years' group press trip to St. Pete/Clearwater. The group press trip for FY 2019/20 will take place from November 10-14, 2019.
- After agreeing on the date for next fiscal years group press trip, KMS started to reach out to possible top tier media, in order to pitch them the press trip opportunity.
- KMS continued to monitor the video content collaboration of VSPC and McDonald's agency 3-sixty-TV. We submitted the prepared video to the agency and later reviewed the final version they created in late May 2019. We stayed in contact with the agency. The video has been broadcasted in 750 McDonald's restaurants in the German-speaking countries. It reached 35 Mio. viewers.
- 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 to the travel media network TravMedia at no additional cost for VSPC.
- KMS drafted the bi-monthly newsletter and distributed it to qualified media in Germany, Austria and Switzerland.
- KMS uploaded the articles of the newsletter to the travel media network TravMedia at no additional cost for VSPC.
- KMS continued following up with journalists and digital influencers who we had appointments with at IMM Germany 2019.
- KMS continued following up with journalists and digital influencers who we had appointments with at ITB Berlin 2019.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. Currently, we are expecting the last articles of only one more attendee.

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- KMS proactively 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. Manuela Laemmel (WOW Magazine). We also stayed in close contact with the journalists who had completed their fam trips in the last and in the current year: Ms. Katharina Rolshausen (Saarbrueckener Zeitung); Ms. Daniela Egert (Fraenkischer Sonntag).
- KMS collected and submitted story ideas for a German TV show (Abenteuer Leben), which is currently looking into the option of visiting a couple of Florida destinations together with Manuel Kalleder.
- KMS coordinated various media opportunities with Manuel Kalleder, Visit Florida representative in Germany.
- KMS pitched possible topics for the July press release.
- 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 June 2019 and evaluated them based on different categories.
- KMS published new posts on Facebook several times a week.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
<p>Ms. Daniela Egert Freelance Journalist / Fränkischer Sonntag (May 6-9, 2019)</p>	<p>We stayed in close contact with Ms. Egert who will be in St. Pete/Clearwater from May 6 to 9, 2019. We inquired about her general topics of interest and created an itinerary in coordination with VSPC.</p>
<p>Ms. Manuela Laemmel WOW – World of Wellness (July 11-16,2019)</p>	<p>After meeting Ms. Laemmel at ITB Berlin 2019, we stayed in close contact with her regarding a possible fam trip to St. Pete/Clearwater. As Ms. Laemmel, her husband and her son will be in Florida anyway, we are looking into possible options to support them with accommodation and activities in St. Pete/Clearwater. They will be in SPC from July 11 to 16, 2019. We will stay in close contact with Ms. Laemmel and inform her about the newest developments.</p>
<p>Group Blogger fam trip (September 22-27, 2019)</p>	<p>KMS started organizing an exclusive blogger fam trip to St. Pete/Clearwater after receiving approval from VSPC. We successfully invited our target media, which include only bloggers we have met during IMM Germany and ITB Berlin 2019. The flights are confirmed, the itinerary draft will be prepared within the next weeks. We will stay in close contacts with the attendees.</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 journalists from Germany, Austria and Switzerland from November 11 – 16, 2018. We have continued to stay in contact with the journalists and provided them with photos and further required information. Five journalists, Ms. Zwickl, Ms. Telgmann Mr. Sulanke, Ms. Leuenberger and Mr. Heider, have already published their articles.</p>



5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls and completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS provided VSPC with the annual Visit Florida expenses overview.
- 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 required information 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 June 2019	Amount Achieved to date	KPIs Remaining in the Fiscal Year
News Releases	12	1	10	2
Newsletters	6	0	4	2
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	21	183	1-61
Media Visits	10 – 15	1	14	0 – 1



7. JUNE 2019 MEDIA COVERAGE (Generated)

Print							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	June 01, 2019	768 days of sun	Nordic Walker	Special Interest Magazine	KMS Press Release April 2017	24.000	1.655
	June 08, 2019	Fishing in Florida	Achimer Kurier	Daily Newspaper	KMS Press Release June 2019	10.321	366
	June 08, 2019	Fishing in Florida	Delmenhorster Kurier	Daily Newspaper	KMS Press Release June 2019	6.326	322
	June 08, 2019	Fishing in Florida	Die Norddeutsche	Daily Newspaper	KMS Press Release June 2019	22.336	811
	June 08, 2019	Fishing in Florida	Osterholzer Kreisblatt	Daily Newspaper	KMS Press Release June 2019	11.592	977



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	June 08, 2019	Fishing in Florida	Regionale Rundschau	Daily Newspaper	KMS Press Release June 2019	11.613	440
	June 08, 2019	Fishing in Florida	Syker Kurier	Daily Newspaper	KMS Press Release June 2019	11.613	440
	June 08, 2019	Fishing in Florida	Verdener Nachrichten	Daily Newspaper	KMS Press Release June 2019	10.321	366
	June 08, 2019	Fishing in Florida	Weser Kurier	Daily Newspaper	KMS Press Release June 2019	127.464	4.610
	June 08, 2019	Fishing in Florida	Wuemme-Zeitung	Daily Newspaper	KMS Press Release June 2019	11.988	536
	June 13, 2019	St. Petersburg / Clearwater: Most beautiful beach of the USA	360° USA	Travel Magazine	KMS Newsletter March 2019	10.000	3.482
Total Print						257.574	14.005



Online							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	June 05, 2019	Fishing experiences to suit every taste in St. Pete/Clearwater	www.insideflyer.de	Online Travel Magazine	KMS Press Release June 2019	180.000	3.637
	June 07, 2019	Fishing experiences to suit every taste in St. Pete/Clearwater	www.aerztliches-journal.de	Online Special Interest Magazine	KMS Press Release June 2019	645.000	41.023
	June 07, 2019	From a desert laboratory to the highest bar in the world	www.insideflyer.de	Online Travel Magazine	KMS Supported with information	180.000	3.637
	June 10, 2019	From a desert laboratory to the highest bar in the world	www.touristiknews.de	Online Travel Trade Magazine	KMS Supported with information	221.170	3.948
	June 10, 2019	Fishing experiences to suit every taste in St. Pete/Clearwater	www.touristiknews.de	Online Travel Trade Magazine	KMS Press Release June 2019	221.170	3.948



	June 12, 2019	Florida: St. Pete/Clearwater, the most dog-friendly city in the USA	www.urban.dog	Online Lifestyle Magazine	KMS Press Release April 2019	120.000	2.441
Total Online						1.567.340	58.634

Social Media							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	June 24, 2019		Spartacus	Facebook Post		117.426	750
Total Social Media						117.426	750



TV							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	June 01, 2019	St. Pete / Clearwater	Travel Channel @ McDonald's	Restaurant TV	KMS VSPC Cooperation with McDonald's 2019	29.750.000	2.241.150
Total TV						29.750.000	2.241.150
TOTAL Print + Online + Social Media + TV						31.682.340	2.314.539

8.1 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	1	1,558,711	252,275
Susanne Mueller	26	1,896,729	373,738
Alexander Sulanke	2	252,860	215,497
Philipp Neumayr	0	0	0
Florian Heider	3	1,861,628	159,760
Total	34	11,289,320	1,583,464



9. TIME BILLING	
CONSULTANT	HOURS
Axel Kaus	19:45
Steffen Hager	44:15
Jessica Schnehage	08:15
TOTAL	72:15

10. MARKET UPDATE

LUFTHANSA RE-BOOTS EUROWINGS AND QUESTIONS CONDOR

Lufthansa is putting profits before growth by cutting loss-making Eurowings back to basics and playing down its chances of buying Condor from Thomas Cook.

At its first capital markets day since 2011, Germany's dominant airline this week told analysts what they wanted to hear. The expensive Eurowings adventure will be scaled back to the original concept of low-priced short-haul flights, there will be a new strategy for Brussels Airlines, and the group might not buy Condor from Thomas Cook Group after all.

Instead, the Lufthansa Group will focus more strongly on improving its financial results, top executives made clear in presentations at the event on Monday. The group announced in parallel it would raise dividends by paying out between 20% and 40% of net profits in future (instead of 10 – 25% at present).

The main headlines circled around Eurowings, the loss-making budget airline that has been expanded dramatically over the last couple of years with the takeover of 70 former Air Berlin planes and a turbulent move into long-haul flights to leisure destinations.



But financially this rapid growth is not paying off. Eurowings made a loss of €230 million last year and is heading for a bigger loss this year. Instead of breaking even this year as hoped, the airline is now expected to remain in the red for two more years and then make a profit in 2021.

As a result, Lufthansa has decided to cut Eurowings back to basics by re-focusing it on the original strategy of cheap flights on key short-haul point-to-point routes from Germany as a defensive strategy to restrict the expansion of Ryanair and Easyjet in Lufthansa's home market.

Lufthansa Group CEO Carsten Spohr explained that Lufthansa will take over commercial management of Eurowings' long-haul operations. The subsidiary will continue to operate these flights as it has a lower cost base, but the parent company will be responsible for sales and marketing, as well as network planning.

This also means that the plan to integrate Brussels Airlines into Eurowings has been abandoned. A new strategy for the Belgian carrier, which has a strong Africa network, will be presented this autumn.

Eurowings CEO Thorsten Dirks told analysts that on short-haul routes the Eurowings fleet will be harmonised to A320 planes and downscaled from the current 139 planes of different types. The carrier will also use only one AOC licence to simplify operations.

In future, Eurowings will focus on its four main bases in Germany: Düsseldorf, Cologne, Hamburg and Stuttgart. Unviable locations and routes will be closed down but Dirks did not say how many of the present 13 bases might be affected.

Meanwhile, Lufthansa CFO Ulrik Svensson played down the chances of buying Condor from Thomas Cook. "It's unlikely that we will get the deal," he told analysts in response to questions. He outlined several hurdles, including Condor's ageing fleet that would require high investments, while any integration into Eurowings would be "complex".

Given Condor's mix of short-haul and long-haul routes, this would also no longer fit into the new Eurowings strategy of focusing on short-haul routes. Moreover, Lufthansa was mostly interested in Condor's long-haul business while CEO Carsten Spohr believes its short-haul business, such as to Majorca, could be threatened by Ryanair and Easyjet.

(Source: fvw.com)

ALLTOURS SEEKS LATE SUMMER BOOKINGS, DOUBLES CAPACITY FOR WINTER

Alltours is aiming for strong late summer bookings after slow business so far this year and will expand hotel capacity massively and cut Spain prices for next winter.

The fifth-largest German tour operator currently has a drop in bookings for summer 2019 amid tough trading conditions but remains optimistic that it can close this year with stable turnover and profits.

Owner Willi Verhuven emphasised that the group is profiting from its 35 Allsun Hotels, which are expected to improve revenue and profits this year. "Our permanent investments in the quality of our hotels on Majorca, the Canaries and Crete are paying off," he said. In particular, Alltours is performing better on Majorca than rival tour operators and has higher customer numbers thanks to its 26 Allsun hotels on the largest of the Balearics.

Moreover, Alltours is seeing a boom in Turkey bookings with double-digit growth, and has high increases for Egypt and Tunisia.

The tour operator blamed its overall current drop in bookings on the hot summer of 2018 which has encouraged many customers to wait with their holiday reservations and also on the effects of the Germania insolvency which has resulted in flight capacity shortages on some routes, including to the Canaries and Bulgaria.



Looking ahead, Alltours aims to increase customer numbers by 6% next winter, not least due to having sufficient flight capacity. Sun Express is a new flight partner from six airports, and there will be daily flights to Egypt from five German airports. The tour operator was unable to meet customer demand last winter due to flight capacity shortages.

However, the main product development for winter 2019/20 is a massive expansion of hotel capacity. Instead of 3,400 hotels, Alltours and dynamic packaging unit Byebye will offer about 12,000 hotels, including new partners Iberostar, Riu, Cordial and Adrian on the Canary Islands.

Moreover, the company will reduce the price of packages on the Canaries, its top winter destination, by 3%, and slightly cut the prices of Majorca holidays, apparently in a bid to win market share. Overall, prices for most destinations will be generally unchanged.

“With this programme, we are strengthening our position as a leading holidays company with the best value-for-money,” Verhuven declared. He predicted strong growth for Turkey and Tunisia next winter as well.

A new long-haul destination will be South Africa, with 18 hotels. But overall long-haul prices will go up by 2.5% on average due to the weak euro against the US dollar.

(Source: fvw.com)

PRICE CUTS DRIVE UP GERMAN DEMAND BUT NO LAST MINUTE BOOM

German consumers are starting to book their summer holidays thanks to big discounts after waiting much longer than usual this year but there is no sign yet of a last-minute bookings surge, according to tour operators.

Sales prospects are starting to look better in June after several months of weak demand as hoteliers in Mediterranean destinations flood the market with special offers to generate bookings. Savings of up to 50% are apparently on offer for customers who are flexible with departure airports and travel dates. Spanish hoteliers in particular are being flexible with prices in response to disappointing sales as consumers prefer destinations such as Turkey and Egypt this summer.

“Spanish hoteliers have reacted and are currently offering additional discounts of up to 50% on the hotel price, which we are passing on to our customers,” confirmed Patrick Hogrefe, TUI Germany’s head of product management Sun & Beach. This appears to be paying off with rising bookings for Spanish destinations. “In the last few weeks we have generally seen a significant rise in bookings in Germany, including for last-minute (offers),” Hogrefe added. Sabine Prähauser, head of FTI’s late holidays brand Fünf vor Flug, sees a similar trend. “After unusually weak booking volumes in the first few months of the year we can see that bookings, especially in the last-minute segment, have risen strongly in recent weeks,” she commented. FTI still has capacity available for classic Mediterranean destinations such as Majorca, Greece or Italy, along with special offers for well-booked destinations such as Turkey and Egypt.

Schauinsland-Reisen pointed out that while there is plenty of free hotel capacity the situation is different for flights. “In general, all destinations have plenty of (free) capacity regarding hotels. That’s really why there are hotel offers in all destinations,” said tourism chief Andreas Rüttgers. “But it looks different with flights. From region to region there is significant capacity but also shortages. So, the last-minute offers depend more on the departure airports,” he explained.

The Duisburg-based tour operator is also adjusting prices in line to lower demand but Rüttgers added: “We’re actually satisfied with the customer numbers. We were at an extremely high level in recent years and at the moment we are even slightly above this.”



The Schauinsland tourism chief believes that the poor bookings for Spain are due to missing flights. In response, the company is trying to increase flight capacity for Fuerteventura in particular. Thomas Cook also expects last-minute business to improve. The tour operator has late booking offers for a range of short-haul destinations, including the Canaries, Bulgaria and Greece.

(Source: fvw.com)

AMERICAN AIRLINES CANCELS BOEING 737 MAX FLIGHTS UNTIL SEPTEMBER

US carrier American Airlines now plans its summer holidays without the aircraft Boeing 737 Max. The flight cancellations planned until August 19 will be extended until September 3, according to the company. By then, around 115 flights per day will be cancelled.

American Airlines has 24 aircraft of this type in its fleet, a further 76 have been ordered. Following the crash of two planes, all 737-Max planes have had to remain on the ground since mid-March. So far it is unclear when they will be allowed to take off again.

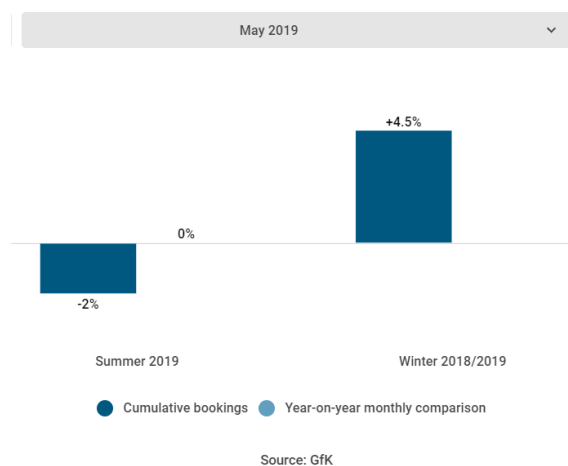
(Source: touristik-aktuell.de)



10.1 GERMANY ECONOMY NEWS

GERMAN HOLIDAY SALES RECOVER IN MAY

Holiday bookings in Germany recovered last month to previous year levels after a dramatic 12% year-on-year drop in April, the latest monthly sales figures from market researchers GfK show.



A 4% rise in online revenues in May compensated for a 2% drop in travel agency sales and left the month at the same turnover level as May 2018, according to the market researchers' analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites.

With zero growth last month, cumulative sales of summer 2019 holidays since last autumn remained 2% lower than 12 months ago, like in April. However, as GfK pointed out, May 2018 closed with a 14% year-on-year rise in sales revenue. This means that May 2019 sales are well above the levels of this time two years ago on a cumulative basis.

Nevertheless, the German market still has some way to go to catch up on 2018, with only 73% of last year's total summer revenues achieved to date. The travel industry thus needs to sell holidays worth more than one quarter of last summer's total turnover in the next few months in order to achieve zero growth this year.



Demand in May was largely driven by late bookings, especially for June with its three 'long weekends' created by springtime public holidays. However, the cumulative 10.6% growth for June did not compensate for a 15% drop in revenues for travel in May.

Moreover, the two main summer holiday months of July (-2.8%) and August (-2%) are still behind last year's sales levels.

In contrast, early bookings for next winter were strong last month with a 7% year-on-year increase. This means that 24.3% of all revenues in May were generated by the winter 2019/20 season "and later". This is 1.4 percentage points ahead of the same period last year for winter 2018/19.

Overall, taking summer 2019 and winter 2019/20 sales together, travel agency and online sales revenues showed a small 1% increase last month.

(Source: fvw.com)

GERMANY GROWTH SOLID DESPITE POSSIBLE PROBLEMS AHEAD

Despite the headwinds of potential trade wars and Brexit, all sectors of the German economy grew in the second quarter of 2018, according to the latest data.

Investment in state spending and construction saw the strongest growth with both up 0.6 percent quarter-on-quarter, while private consumption grew for the sixth quarter in a row.

The federal figures equate to an overall growth of 0.5 percent and confirm Europe's largest economy is increasingly reliant on domestic drivers. Germany's economy has traditionally been dominated by exports but that sectors prominence has declined in recent times. However, despite the threats to global trade the country's exports sector remains relatively strong.

(Source: www.euronews.com)



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Contact

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

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FLORIDA

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

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Key Performance Indicators

KPI	Target over 12 months (Jan 2019 – Dec 2019)	Amount Achieved in June 2019	Amount Achieved to date	KPIs Remaining
Press releases	5	1	2	3
Media visits	15	0	13	2
Media briefings	30	3	52	0 (+22)
Coverage	Broadsheet: 14 Tabloid: 18 Regional: 14 Trade/B2B: 8 Consumer: 20 Broadcast: 1 Blogs: 8	Broadsheet: 1 Tabloid: 1 Regional: 0 Trade/B2B: 1 Consumer: 1 Broadcast: 0 Blogs: 2	Broadsheet: 5 Tabloid: 8 Regional: 0 Trade/B2B: 6 Consumer: 15 Broadcast: 0 Blogs: 6	Broadsheet: 9 Tabloid: 10 Regional: 14 Trade/B2B: 2 Consumer: 5 Broadcast: 1 Blogs: 2

Year to date totals (as of 30 June 2019)

YTD total circulation	YTD total AVE value	YTD total PR value
437,888,150	£2,425,839	£6,068,646

Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Blog	4 June	Wanderlust Chloe	Chloe Gunning	12 amazing plane views that will make you want to book a flight	52,100
Broadsheet	10 June	Telegraph.co.uk	Simon & Susan Veness	RumFish Beach Resort by Tradewinds	29,198,754
Blog	20 June	An Adventurous World	Macca Sherifi	8 Incredible Florida Adventures You Need To Do	43,100
Consumer	21 June	MTV.co.uk	Jordan Platt	Florida's sunshine city really does deliver on its promise	2,300,000
Trade/B2B	26 June	Florida Friday	Sam Williams	Sports in the Sunshine State	26,702
Tabloid	30 June	Sunday People	Sam Cope	Manatee Party	154,254

N.B: All 2019 coverage can be viewed on [CoverageBook](#) and the running press trip log can be viewed [here](#).

Activity

Press Releases

Title	Outlets
Beaches, History And Beer! Where The East Coast Of Scotland Meets The West Coast Of Florida	Key Scottish media

Key Pitches/Media Liaison

Journalist/blogger	Outlet	Topic
Sam Williams	Florida Friday	Pitched sporting activities in St. Pete/Clearwater
Alex Outhwaite	A Life Well Travelled	Liaised re working together on influencer/blog content; awaiting client feedback on influencer trip
Teresa Gomez	Brogan Abroad	Liaised re working together on influencer/blog content; awaiting client feedback on influencer trip
Sarah Gilbert	Freelance (Telegraph, Times, Independent, Wanderlust)	Pitched the destination; Rooster to follow up re potential trip
Liz Kavanagh	Daily Mail	Pitched for her to visit the destination as part of an existing trip to Orlando; declined given set confirmed commission
Mhairi Clarke	The Herald Scotland	Pitched for her to visit the destination with her son; awaiting feedback
Hannah Giacardi	Saturday Express Magazine	Pitched press trip and liaised re feature content and dates; awaiting feedback
Simon Keogan	ITV	Pitched destination for social media promotion
Laura Jackson	LoveEXPLORING	Pitched press trip; very interested; awaiting client feedback
Emily Cope	Fabulous	Pitched press trip; awaiting feedback
CarlieTasker	Carlie Tasker	Liaised re working together on influencer/blog content; awaiting client feedback on influencer trip
Nathalie Webb	This Surrey Mummy	Liaised with Nathalie re upcoming holiday to destination; arranged with VSPC for swag bag to be delivered to her hotel

Activity

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster made amends to 'Meet the Locals of St. Pete' press release and shared with client
- Rooster drafted 'Weddings in St. Pete/Clearwater' press release and shared with client
- Rooster liaised with Jonny & Brad of Craft Beer Channel re trip and video content
- Rooster began development of proposal for SHINE artist competition
- Rooster participated in fortnightly PR update/planning calls
- Ongoing update of coverage log and CoverageBook for accurate client reporting and uploading articles to SimpleView
- Ongoing liaison with VSPC re various trip updates and destination updates

Media Trips

- Rooster liaised with Virgin Holidays re trip to St. Pete/Clearwater for Daily Telegraph journalist, Claire Irvin
- Rooster shared a proposal for a Group Influencer Trip to the destination for later in 2019

Social Media

Facebook

- Rooster continued with customer responses and general management of the page
- Total page likes (UK) changed from **7,425** to **7,440** (an increase of 15)
- Total engagement (clicks) rate: **828**
- Total reach of our posts: **19,956**
- Total impressions including shares/likes/news feed placement: **26,787**
- The most popular post was the **hot weather article** shared on 21 June. The post received **153 likes, 29 comments & 24 shares**, leading to a reach of **4,127**. There were **190 clicks** on the post (right).



Forthcoming activity and priorities

Activity

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2019 to media
- Rooster to finalise proposal on SHINE and progress with activity
- Rooster to support Camp Bestival/Family Traveller partnership activity

Social Media

- Rooster to update the social media calendar to suit UK market and upload posts as required
- Rooster to continue managing customer queries
- Rooster to share British Airways social media posts regarding Heathrow marketing activity

Press Trips

- Ongoing monitoring of media requests and liaison with media and bloggers
- Rooster to continue liaising with Craft Beer Channel on video content following press trip
- Rooster to continue pitching to key media targets for destination trips (from October onwards)
- Rooster to continue research for media to attend the Clearwater Jazz Festival in October 2019, in exchange for a feature

Press Release/Pitches

- Rooster to continue pitching 'Dunedin FL vs Dunedin Scotland' press release
- Rooster to finalise and issue 'Meet the Locals of St. Pete' press release
- Rooster to finalise and issue 'Weddings in St. Pete/Clearwater' press release
- 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:

James Brooke, Managing Director

Nick Wheywell, Head of Digital

Katie Raby, Associate Director

Alan Hanson, Social Media Manager

Jo Kendall, Senior Account Manager

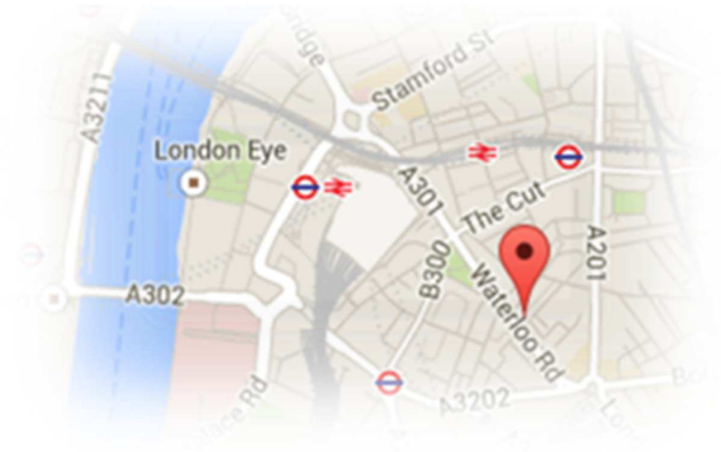
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NJF

Memo

To: Leroy Bridges; Mackenzie Monteiro

From: NJF

Date: June 28, 2019

Subject: Account Activity June 2019

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

MEDIA PLACEMENTS

- **Total Placements YTD: 71**
 - **Impressions YTD: 497,952,773**
 - **Total Earned Media Value YTD: \$11,229,029**

Outlet	Media Type	Journalist	Topic	Impressions	Date
Dallas Morning News	Online	Kathy Rodeghier	St. Pete Getaway	9,370,754	6/20/19
USA Today	Online	Gwen Pratesi	Dog-Friendly St. Pete	36,989,744	6/20/19
Bustle	Online	Jessica Booth	Clearwater Beach	16,349,302	6/20/19
Marvelous in the Midwest	Blog	Cara Fries	St. Pete Travel Guide	5,724	6/21/19

UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Run Date
Real Simple	Anna Maltby	St. Pete	August 2019

Hi_Lovely	Erin Rouff	Family Getaway	August 2019
Journal De Montreal	Marie Poupart	Blue Jays Stadium	TBD
Fatherly	Joshua David Stein	St. Pete	TBD
CNBC Online	Jimmy Im	St. Pete Travel	TBD
Sunseeker	Teresa Bitler	Dunedin/Fenway Hotel	TBD
Wherever Family	Teresa Bitler	Honeymoon & Caladesi Islands	TBD
Canadian Travel Press	Ann Ruppenstein	Beaches Around The World	TBD

EVENTS

- **Broadway in the Park: Summer 2019**
 - Discussed the upcoming activation with the VSPC team.
 - NJF to attend the first showing on July 11 and will invite media afterward.
- **Philadelphia Phillies Event: September 12**
 - Began discussing the upcoming event with the VSPC team; NJF will begin inviting in July.

MEDIA VISITS

- **Confirmed**
 - Freelance - Christina Valhouli: **July 3 - 5**
 - Liaised with Christina about potential coverage opportunities as she will already be in the destination.
 - Christina could not confirm coverage in a target outlet, so she moved forward with booking her own accommodations and NJF provided recommendations of things to see and do in Dunedin.
 - Hi_Lovely (60.6K) - Erin Ruoff, **August 25 - 28**
 - Liaised with Erin to assist with hotel accommodations, booking a rental car and arranging some additional meals and activities in exchange for a full blog post and social coverage.
 - Confirmed stay at the Sandpearl.
 - Shared Instagram insights on her followers with the VSPC team to better evaluate the request.
 - Began working on an itinerary for her stay.
- **Pending**
 - Texas Lifestyle - Marika Flatt: **August 8 - 12**
 - Continued the conversation with Marika about her upcoming visit.
 - Liaised with Sirata about a potential stay; the hotel declined to host her.

- Confirmed stay at Hyatt Clearwater Beach at a media rate for the Clearwater section of the stay.
- Reached out to The Don to see if they are able to host her for the St. Pete portion; NJF awaiting availability but interested in hosting.

PRESS TRIPS

- Began brainstorming ideas and dates for a fall press trip to the destination.
- Connected with the Bread & Butter team to discuss partnering with The Don CeSar for this trip.

PITCHING AND OUTREACH

- Conducted follow up on a pitch surrounding summer museum exhibits worth traveling for, including the new “Above the Fold” exhibit at The Museum of Fine Arts to short lead travel, lifestyle, and art outlets including (but not limited to):
 - **ArchitecturalDigest.com**
 - **Bustle.com**
 - **CNN.com**
 - **MatadorNetwork.com**
 - **WashingtonPost.com**
- Distributed a pitch on alternative summer travel destinations, highlighting traveling to St. Pete instead of Miami and Orlando and traveling to St. Pete, to short lead travel and lifestyle outlets including (but not limited to):
 - **AFAR.com**
 - **CNTraveler.com**
 - **InsideHook.com**
 - **Purewow.com**
 - **TravelandLeisure.com**
- Drafted and distributed a pitch on unique summer food festivals, including Dunedin Orange Festival and the St. Pete Grouper and Craft Beer Festival to short lead F&B, lifestyle and travel outlets including (but not limited to):
 - **BonAppetit.com**
 - **Epicurious.com**
 - **Insider.com**
 - **Refinery29.com**
 - **TravelChannel.com**
- Drafted a pitch on bars that represent the destination, including No Vacancy to be distributed in early July to short lead F&B, travel and lifestyle outlets including (but not limited to):
 - **BuzzFeed.com**
 - **Forbes.com**
 - **LonelyPlanet.com**
 - **RD.com**
 - **Thrillist.com**
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
 - **Orlando Magazine**, Maddy Zollo - Personalities in Florida Column
 - **Condé Nast Traveler**, Ashlea Halpern - Travel-Worthy Museum Openings for 2019

- **Outside**, Megan Michelson - Budget-Friendly Midsummer Escape
- **Oyster**, Alex Beaven - The Most Beautiful Florida Resorts
- **USA Today**, Gwen Pratesi - Most Pet-Friendly Destinations

MISCELLANEOUS

- Began drafting the July - December 2019 PR Plan.
- Looked into the potential of conducting a satellite media tour in the future; decided not to move forward as the costs were too high and there was little ROI.
- Researched the Midwest Travel Journalists Association as they were interested in hosting a meeting in the destination; NJF recommended declining the request as it was a large ask with little ROI.
- Researched the Macaroni Kid Meetup as they were interested in hosting the meet up in the destination; NJF recommended declining the request as it was a large ask with little ROI
- Evaluated expenses that may have been paid to Visit Florida during FY18; NJF did not participate in anything related to Visit Florida during that time frame.
- Continued to add all coverage and journalists to SimpleView.
- Participated in bi-weekly conference calls with the VSPC team to discuss initiatives.