



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: March 2019
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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS supported VSPC at ITB Berlin 2019 and assisted in the prescheduled appointments with qualified media professionals.
- KMS supported VSPC at TravMedia's International Media Marketplace (IMM) 2019 and assisted in the prescheduled appointments with qualified media professionals.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS drafted 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 additional cost for VSPC.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. Another attendee published her articles in March 2019, leading to a high media coverage. Further articles will be published in April 2019.
- 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 February and March 2019 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.
- KMS wrote the ITB Berlin 2019 and IMM Germany 2019 report.



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2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following press release:

“Millions of travelers have decided: The best beach of the U.S. is in St. Pete/Clearwater”

2.2 NEWSLETTER

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

The newsletter included the following topics:

- The best beaches in the US and worldwide are in St. Pete/Clearwater
- New exhibitions at the Dali Museum and at the Museum of Fine Arts
- New Museum coming to St. Pete in 2019
- New direct flight from Tampa to Europe
- Upcoming events:
 - Dunedin Scottish Highland Games
 - Tampa Bay Blues Festival
 - Clearwater Beach Pier 60 Sugar Sand Festival
 - Mainsail Art Festival



3. MEDIA RELATIONS AND MEDIA LIAISON

<p>Mr. Christian Ehrlich, Ms. Katharina Knocke DOCOMA TV Produktion</p>	<p>KMS maintained close contact with Mr. Ehrlich and Ms. Knocke in order 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. The documentary has been broadcasted on March 16, 2019.</p>
<p>Mr. Manuel Kalleder Visit Florida Representative Germany</p>	<p>KMS was in constant contact with Mr. Kalleder, the German PR representative for 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. Furthermore, we were in close communication regarding the ITB Berlin and exchanged press materials.</p>
<p>Ms. Daniela Egert Freelance Journalist / Fränkischer Sonntag</p>	<p>We stayed in close contact with Ms. Egert who would like to go on a fam trip to our destination in May 2019. We discussed with VSPC that it might be a good idea to reach out to Visit Florida in order to include two more destinations. Afterwards, we worked closely with Mr. Kalleder, Visit Florida's German PR representative, and were able to set up the FAM trip. Ms. Egert will be in St. Pete/Clearwater from May 6 to 9, 2019. We sent her all the required forms and will start drafting an itinerary as soon as we receive them back.</p>
<p>Ms. Katharina Rolshausen Saarbrückener Zeitung</p>	<p>Ms. Rolshausen was in SPC from March 22 to March 25, 2019. We were in close contact with her regarding her activity preferences and provided her with the final FAM itinerary after coordinating with VSPC.</p>
<p>Ms. Jessica Henze Influencer</p>	<p>Jessica Henze was in SPC from February 26 to February 28, 2019 as part of a campaign of Visit Florida and Steiff. We were in contact with her regarding her itinerary and provided her the final itinerary on February 19, 2019. We stayed in contact with her and will monitor her Instagram postings.</p>
<p>Mr. Jürgen Wieshoff Yacht-Log</p>	<p>Mr. Wieshoff contacted us in February after we distributed our press release about Dunedin. As he will have a special about yacht-shows in Florida in the April issue of his magazine, he thanked us for the information and wants to include Dunedin in his article. He tried to meet up with us during the ITB, however, our appointment slots were already taken. We reached out to him in order to learn how we can support him.</p>



<p>Ms. Manuela Laemmel WOW – World of Wellness</p>	<p>After meeting Ms. Laemmel on the ITB Berlin 2019, we stayed in close contact with her regarding a possible fam trip to St. Pete/Clearwater. We tried to set up a FAM together with Visit Florida, however, Visit Florida had to decline as Switzerland is currently not a key market. 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.</p>
<p>Ms. Monika Kaußen BILD der Frau</p>	<p>After meeting Ms. Kaußen at IMM Germany 2019, we stayed in contact with her as she is planning a story regarding German women living abroad. We researched possible characters which would be a good fit and provided her with suggestions. She did not get back to us yet. We will stay in touch with her.</p>
<p>Ms. Nadine Trompka Digital Influencer</p>	<p>After meeting Ms. Trompka at IMM Germany 2019, we were in contact with her as she inquired about a possible FAM trip to St. Pete/Clearwater. However, as the purposed dates were all during peak-season, we had to decline the opportunity.</p>
<p>Mr. Gregor Berg Front Row Society</p>	<p>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 will stay in contact with him.</p>
<p>Ms. Thomas Ullmann USA-Reise.de</p>	<p>We met Mr. Ullmann at IMM Germany 2019 where he was interested in getting further information about St. Pete/Clearwater. We reached out to him and confirmed that we added him to our email-list in order to keep him up to date with the latest news from SPC.</p>
<p>Ms. Luisa Eckhard Style Roulette / Influencer</p>	<p>We met Ms. Eckhard on IMM Germany 2019 where she showed great interest in St. Pete/Clearwater. We agreed that we will look into possible collaboration opportunities within the next months.</p>
<p>Mr. Marcel Wladasch Travel With Massi / Influencer</p>	<p>KMS reached out to Mr. Wladasch, after he was not able to attend IMM Germany 2019 due to sickness. We presented the destination to him and after reviewing his media reach and quality of content, KMS suggests him for a blogger FAM trip.</p>



Ms. Mia Bühler Überding	After meeting Ms. Bühler on IMM Germany 2019, we reached out to her and thanked her for the very interesting conversation we had during our appointment. We inquired about more details regarding a possible collaboration and will stay in contact with her.
Mr. Tobias Sauer Freelance Journalist	We reached out to Mr. Sauer after our very interesting meeting during IMM Germany 2019. We assured him that we will keep our eyes open for interesting anniversaries in St. Pete/Clearwater, which would be a good story angle for him.
Ms. Katrin Lehr Vielunterwegs	After meeting Ms. Lehr and her colleague at IMM Germany 2019, we reached out to her and thanked her for the very interesting meeting. We will gather further information about a possible collaboration with her.
Ms. Meike Geissler Reisereporter / Redaktionsnetzwerk Deutschland	As Ms. Geissler missed her appointment at IMM Germany 2019, we reached out to her and asked if we could assist her with information on St. Pete/Clearwater. She did not get back to us yet.
Ms. Yannik Fiedeler LuxusInsider	KMS reached out to Ms. Fiedeler after a productive meeting at ITB Berlin 2019. She inquired more information and photo material on the Fenway hotel, which we sent her. We will stay in contact with her.
Mr. Tobias Hoiten Blogger / Digital Influencer	Mr. Hoiten followed up regarding our meeting at ITB Berlin 2019. We assured him that we will keep him in mind with regard to possible blogger fam trips.
Mr. Hajo Becker Far out Media	After meeting Mr. Becker at IMM Germany 2019, we contacted him to gather further information on his online publications. He provided us with a media kit. KMS will review the received information.
Ms. Claudia Scheffler-Perrone Nonsoloamore	After a productive meeting at ITB Berlin 2019, we reached out to Ms. Scheffler-Perrone and thanked her for the opportunity to meet her. We will stay in contact with her. KMS is of the opinion that she would be a good fit for either a blogger fam trip or a regular media FAM.



Mr. Lukas Hofmeister Icelandair	As Mr. Hofmeister missed the appointment at ITB Berlin 2019, we reached out to him in order to discuss collaboration possibilities. He did not get back to us yet as he is out of office until early April.
Mr. Sven Schneider Freelance Journalist	After an interesting meeting at ITB Berlin 2019, we reached out to Mr. Schneider in order to start a more detailed conversation about a possible fam trip to St. Pete/Clearwater.
Mr. Kai Böcking BleisureTraveller	KMS stayed in contact with Mr. Böcking, who was very interested in doing a fam trip to St. Pete/Clearwater in order to produce one of his TV-shows called "Kai reist". He did not get back to us yet.
Ms. Susanne Mueller VRM (Verlagsgruppe Rhein-Main)	KMS stayed in contact with Ms. Mueller in order to provide her with images and all the relevant information she needs for her article. We reached out to her regarding the possible publishing date. The article has now been published.
Ms. Dinah Leuenberger Migros-Magazin	KMS stayed in contact with Ms. Leuenberger in order to provide her with images and all the relevant information she needs for her article. She informed us that she will be leaving the Migros Magazin at the end of February and that her article will be published in March or April.
Mr. Alexander Sulanke FUNKE Mediengruppe	KMS stayed in contact with Mr. Sulanke in order to provide him with images 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.
Mr. Philipp Neumayr Rhein-Neckar-Zeitung	KMS stayed in contact with Mr. Neumayr in order to provide him with images 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.
Several Journalists	KMS was in contact with numerous journalists from the tourism sector during ITB Berlin 2019 and IMM 2019. For a detailed recap with notes about all appointments, please see the separate ITB Berlin 2019 and IMM Germany 2019 report.



4. PUBLIC RELATIONS ACTIVITIES

- KMS supported VSPC at ITB Berlin 2019 and assisted in the prescheduled appointments with qualified media professionals.
- KMS supported VSPC at TravMedia's International Media Marketplace (IMM) 2019 and assisted in the prescheduled appointments with qualified media professionals.
- KMS drafted a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. Another attendee published her articles in March 2019, leading to a high media coverage. Further articles will be published in April 2019.
- 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. They sent us pictures from their shooting which VSPC can use.
- 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) and Ms. Daniela Egert (Freelance Journalist for Fränkischer Sonntag). We stayed in close contact with the journalists who had completed their fam trips in the last and in the current year: Alexandra von Busse (Reisereporter), Anja Groß (Badisches Tagblatt), Christian Ehrlich (TV-Show Elstners Reisen), Jessica Henze (Influencer).
- KMS drafted a possible FAM trip itinerary for Katharina Rolshausen who visited St. Pete/Clearwater in March 2019.
- KMS supported Visit Florida with quotes from VSPC representatives for their upcoming press release.
- KMS drafted and submitted input for the upcoming VUSA Germany newsletter.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS drafted a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS pitched possible topics for the April press release.

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- KMS coordinated various media opportunities with Manuel Kalleder, Visit Florida representative in Germany.
- KMS uploaded the articles of the press release and newsletter to the travel PR network TravMedia at no additional cost for VSPC.
- KMS published new posts on Facebook several times a week.
- 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 February and March 2019 and evaluated them based on different categories.
- KMS wrote the IMM Germany 2019 and ITB Berlin 2019 report and sent it to VSPC.
- 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 visited our destination in February 2019. We reached out to her and asked her, if she enjoyed her activities. We will monitor her Instagram postings.</p>
<p>Ms. Katharina Rolshausen Saarbrückener Zeitung (March 22-25, 2019)</p>	<p>Ms. Rolshausen visited our destination in March 2019. KMS drafted a possible itinerary and submitted it to VSPC for approval. We sent her the final version of the itinerary and will stay in close communication with her.</p>
<p>Ms. Daniela Egert Freelance Journalist / Fränkischer Sonntag (May 6-9, 2019)</p>	<p>We stayed in close contact with Ms. Egert who would like to go on a fam trip to our destination in May 2019. Afterwards, 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 worked closely with Mr. Kalleder, Visit Florida's German PR representative, and were able to set up the fam trip. Ms. Egert will be in St. Pete/Clearwater from May 6 to 9, 2019. We sent her all the required forms and will start drafting an itinerary as soon as we received those.</p>
<p>Ms. Manuela Laemmel WOW – World of Wellness (July 11-16,2019)</p>	<p>After meeting Ms. Laemmel on the ITB Berlin 2019, we stayed in close contact with her regarding a possible fam trip to St. Pete/Clearwater. We tried to set up a FAM together with Visit Florida, however, Visit Florida had to decline as Switzerland is currently not a key market. 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.</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 have continued to stay in contact with the journalists and provided them with images and further required information. Three journalists, Ms. Zwickl, Ms. Telgmann and Mr. Heider, have already published their articles.</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 assisted her with further information she needed for her article. Her article has now been published.</p>
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5. MISCELLANEOUS ACTIVITIES

- KMS researched and submitted a target media list for the Netherlands with regard to the launch of Delta's new direct flight from Amsterdam to Tampa.
- 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 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 March 2019	Amount Achieved to date	KPIs Remaining in the Fiscal Year
News Releases	12	1	6	6
Newsletters	6	1	3	3
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	19	127	57-117
Media Visits	10 – 15	1	13	0 – 2



7. MARCH 2019 MEDIA COVERAGE (Generated)

Print

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	January 28, 2019	A place in the sun	Barbara	Lifestyle Magazine	KMS Individual Fam Press Trip with Visit Florida June 2018	125.086	\$ 66.744
2	January 31, 2019	Do you have an iguana problem?	Frankfurter Allgemeine Zeitung	Daily Newspaper	KMS Individual Fam Press Trip with Visit Florida October 2018	240.551	\$ 137.579
3	February 13, 2019	Florida in the Winter	Citicon	Lifestyle Magazine	KMS supported with information	12.000	\$ 2.738
4	February 20, 2019	Getting married at the gulf of mexico	Maerkischer Markt, Angermuende / Schwedt	Weekly Newspaper	KMS Newsletter January/February 2019	66.800	\$ 3.452
5	February 20, 2019	Getting married at the gulf of mexico	Maerkischer Markt, Fuerstenwalde	Weekly Newspaper	KMS Newsletter January/February 2019	46.600	\$ 2.205



6	February 25, 2019	St. Pete/Clearwater	Touristik Aktuell	Travel Trade Magazine	KMS Press Release February 2019	30.095	\$ 1.831
Total Print						521.132	214.549

Online

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	January 25, 2019	From the dream island to the museum: Weddings in St. Pete/Clearwater	www.finanznachrichten.de	News Website	KMS Press Release January 2019	112.035	\$ 2.279
2	February 13, 2019	Dunedin – The hidden pearl at Clearwater Beach	www.insideflyer.de	Online Travel Magazine	KMS Press Release February 2019	107.000	\$ 2.177
3	February 13, 2019	Dunedin – The hidden pearl at Clearwater Beach	www.touristiknews.de	Online Travel Magazine	KMS Press Release February 2019	221.170	\$ 3.948



4	February 25, 2019	Dunedin – The hidden pearl at Clearwater Beach	www.internet-news-247.de	News Website	KMS Press Release February 2019	33.836	\$ 688
5	February 25, 2019	Dunedin – The hidden pearl at Clearwater Beach	www.presseportal.org	News Website	KMS Press Release February 2019	22.000	\$ 447
Total Online						496.041	9.539
Total Print + Online						1.017.173	224.088

8. MARCH 2019 MEDIA COVERAGE (Generated)

Print

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	February 01, 2019	Floridas most famous hotels and their stories	360° USA	Travel Magazine	KMS supported with information	10.000	\$ 3.482
2	March 01, 2019	Dunedin – The hidden pearl at Clearwater Beach	Yacht Info	Travel Magazine	KMS Press Release February 2019	15.000	\$ 1.035



3	March 02, 2019	Feliz Cumpleanos, Salvador Dalí!	Amadeus Magazin	Travel Magazine	KMS supported with information	45.000	\$ 260
4	March 02, 2019	The colorful world of the west coast	Allgemeine Zeitung, Mainz	Daily Newspaper	KMS Group Fam Press Trip November 2018	53.160	\$ 23.109
5	March 02, 2019	The colorful world of the west coast	Buerstaedter Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	8.850	\$ 9.572
6	March 02, 2019	The colorful world of the west coast	Darmstaedter Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	47.056	\$ 25.024
7	March 02, 2019	The colorful world of the west coast	Dill Post	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
8	March 02, 2019	The colorful world of the west coast	Dill-Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
9	March 02, 2019	The colorful world of the west coast	Gross-Gerauer Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	10.447	\$ 9.572



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10	March 02, 2019	The colorful world of the west coast	Haigerer Kurier	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
11	March 02, 2019	The colorful world of the west coast	Haigerer Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
12	March 02, 2019	The colorful world of the west coast	Herborner Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
13	March 02, 2019	The colorful world of the west coast	Herborner Tageblatt	Daily Newspaper	KMS Group Fam Press Trip November 2018	22.009	\$ 12.922
14	March 02, 2019	The colorful world of the west coast	Hinterlaender Anzeiger	Daily Newspaper	KMS Group Fam Press Trip November 2018	13.800	\$ 6.837
15	March 02, 2019	The colorful world of the west coast	Idsteiner Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	14.367	\$ 16.751
16	March 02, 2019	The colorful world of the west coast	Lampertheimer Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	8.850	\$ 9.572



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17	March 02, 2019	The colorful world of the west coast	Main Taunus Kurier	Daily Newspaper	KMS Group Fam Press Trip November 2018	39.061	\$ 16.751
18	March 02, 2019	The colorful world of the west coast	Main Spitze	Daily Newspaper	KMS Group Fam Press Trip November 2018	12.119	\$ 10.597
19	March 02, 2019	The colorful world of the west coast	Nassauer Tageblatt	Daily Newspaper	KMS Group Fam Press Trip November 2018	9.642	\$ 6.837
20	March 02, 2019	The colorful world of the west coast	Odenwaelder Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	11.498	\$ 9.093
21	March 02, 2019	The colorful world of the west coast	Ried Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	10.447	\$ 9.572
22	March 02, 2019	The colorful world of the west coast	Ruesselsheimer Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	12.119	\$ 10.597
23	March 02, 2019	The colorful world of the west coast	Starckenburger Echo	Daily Newspaper	KMS Group Fam Press Trip November 2018	8.850	\$ 9.572



24	March 02, 2019	The colorful world of the west coast	Weilburger Tageblatt	Daily Newspaper	KMS Group Fam Press Trip November 2018	9.642	\$ 6.837
25	March 02, 2019	The colorful world of the west coast	Wetzlarer Neue Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	26.427	\$ 12.922
26	March 02, 2019	The colorful world of the west coast	Wiesbadener Kurier	Daily Newspaper	KMS Group Fam Press Trip November 2018	39.061	\$ 16.751
27	March 02, 2019	The colorful world of the west coast	Wiesbadener Tagblatt	Daily Newspaper	KMS Group Fam Press Trip November 2018	14.367	\$ 16.751
28	March 02, 2019	The colorful world of the west coast	Wormser Zeitung	Daily Newspaper	KMS Group Fam Press Trip November 2018	14.912	\$ 12.512
29	March 23, 2019	Mutilated dolphin as a symbol for hope	Badisches Tagblatt	Daily Newspaper	KMS Individual Press Trip December 2018	31.650	\$ 21.350
Total Print						598.379	342.888



Online

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	February 27, 2019	The most beautiful beach of the USA	www.imaginem.ag.ch	Online Travel Magazine (Switzerland)	KMS Press Release March 2019	42.500	\$ 864
2	February 28, 2019	The most beautiful beach of the USA	www.insideflyer.de	Online Travel Magazine	KMS Press Release March 2019	180.000	\$ 3.637
3	March 02, 2019	The colorful world of the west coast	www.echo-online.de	Website of Daily Newspaper	KMS Group Fam Press Trip November 2018	1.400.000	\$ 56.977
4	March 04, 2019	Dunedin – The hidden pearl at Clearwater Beach	www.derstandard.de	Website of Daily Newspaper (Austria)	KMS Press Release February 2019	750.000	\$ 15.261
5	March 13, 2019	The most beautiful beach of the USA	www.touristiknews.de	Online Travel Magazine	KMS Press Release March 2019	221.170	\$ 3.948



Total Online	2.593.670	80.687
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Instagram

	Publication Date	Type of Post	Media Title	Type of Media	Agency Assist	Follower	Media Value in US-\$
1	February 26, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
2	February 26, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
3	February 26, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
4	February 26, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



5	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
6	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
7	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
8	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
9	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
10	February 26, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



11	February 27, 2019	Instagram Post	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 1.995
12	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
13	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
14	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
15	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
16	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



17	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
18	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
19	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
20	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
21	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
22	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



23	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
24	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
25	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
26	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
27	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
28	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



29	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
30	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
31	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
32	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
33	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
34	February 27, 2019	Instagram Story	@mavieestbelle_jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467



35	February 27, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
36	February 28, 2019	Instagram Post	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 1.995
37	February 28, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
38	February 28, 2019	Instagram Story	@mavieestbelle _jessi	Travel Blog	Visit Florida Influencer Campaign	151.000	\$ 467
Total Instagram						5.738.000	20.802
Total Print + Online + Instagram						8.930.049	444.377



Television

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	March 16, 2019	Elstner Reisen – The rescuers of the sharks	Elstners Reisen	SWR Documenta tion	Individual Fam Press Trip November 2018	1.500.000	\$ 2.233.270
Total Television						1.500.000	2.233.270
Total Print + Online + Instagram + Television						10.430.049	2.677.647



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	0	0	0
Susanne Mueller	26	1,896,729	373,738
Alexander Sulanke	0	0	0
Philipp Neumayr	0	0	0
Florian Heider	3	1,861,628	159,760
Total	31	9,477,749	1,115,692

9. TIME BILLING

CONSULTANT	HOURS
Axel Kaus	22:30
Steffen Hager	51:15
Anjuli Walter	09:15
TOTAL	83:00



10. MARKET UPDATE

AMERICA GREETES AGAIN

The USA is welcoming back foreign tourists who had delayed trips stateside for the last few years.

Roger Dow, head of the US Travel Association, estimated that arrivals rose about 3 % to 81 million last year and expects similar growth in 2019. This would be an improvement after the country's global market share fell from 13.8 % in 2015 to 12.2 % in 2017.

But the USA is still believed to be underperforming faster-growing long-haul markets such as Asia and the Caribbean. "The rest of the world is growing like crazy," Dow said.

The German market has been flat for the last two years but tour operators say sales are picking up. TUI and FTI have both reported higher US sales, while DER Touristik has noted a "turnaround".

One winner is New York, which welcomed 608,000 German visitors in 2018. "This year, we expect 631,000, up almost four per cent," said Christopher Heywood, communications chief for tourism marketing body NYC & Company.

The city is extending cooperation with European tour operators. "Tour operators account for 60 per cent of our European business," explained Fred Dixon, NYC & Company's CEO.

The Big Apple has labelled 2019 a Monumental Year with new attractions including Hudson Yards, the vast commercial and leisure development on Manhattan's Far West Side; and expansion of the Museum of Modern Art.

(Source: fww.de)

GLOBAL TRAVEL OUTPERFORMS AMID CHALLENGES

Despite global challenges such as political and social tensions, slower economies and 'overtourism', worldwide travel and tourism is heading for another year of solid growth, top industry figures agreed at ITB.

This year, the world's leading travel show attracted more trade visitors than ever, with a 3 % rise to 113,500 industry professionals from around the world, and once again was sold out with over 10,000 exhibitors from 181 countries and regions.

International and German travel and tourism leaders emphasized the importance of the annual opportunity for the global industry to meet, do business and discuss the latest trends and key issues. They also painted an optimistic picture of prospects for 2019 despite headline-making challenges, including international trade tensions, the slowing European economy, Brexit and populism in many countries, as well as criticism of overtourism in diverse destinations.

For example, Michael Frenzel, president of the German Tourism Industry Association (BTW), commented: "This year, ITB Berlin once again justified its role as the world's leading travel trade show. Naturally, there was a focus on many successful business deals, the release of the latest industry figures as well as subsequent discussions. Fortunately, people remain eager to travel and the industry is well-equipped to meet the demand. All these things give us hope that despite the somewhat gloomy economic outlook, 2019 will be a good year for the tourism industry."

The importance of travel and tourism for many countries around the world was underlined by figures released before and at ITB. World tourism increased by 6 % to 1.4 billion international arrivals last year, according to UNWTO figures. Both Europe and Asia grew by 6 %, while the Middle East (+10 %) was the top-performing region and the lowest growth was recorded in the Americas (+3 %).



Moreover, travel and tourism grew by 3.9 % to contribute a record-breaking \$8.8 trillion as well as 319 million jobs to the world economy in 2018, according to the World Travel & Tourism Council (WTTC). The sector, which represents one in ten jobs worldwide, accounted for 10.4 % of all global economic activity. Gloria Guevara, WTTC President & CEO, said: "2018 was another year of strong growth for travel and tourism, reinforcing its role as a driver of growth and job creation. For the eighth consecutive year, our sector outpaced the wider global economy."

Looking ahead, market researchers are confident of further growth in 2019, albeit somewhat slower than last year. IPK International, which publishes the World Travel Monitor, predicted that international travel will grow by 4 % this year compared to 5.5 % in 2018. Asia-Pacific will again lead the way, with outbound trips tipped to climb by 6 %, slightly behind the 7 % rise achieved last year. The Americas will grow by 5 %, similar to last year's performance, but Europe with 3 % is showing a weakening trend compared to last year when outbound trips increased by 5 %.

However, international travelers remain concerned about and impacted by overtourism in some destinations, according to the World Travel Monitor results. It shows that about one in ten destinations were negatively affected by overcrowding, one third more than in 2017.

In general, younger travelers and Asians were much more bothered by overcrowding than older travelers and Europeans, the global survey found. Cities strongly affected by overtourism included Beijing, Mexico City, Venice, Amsterdam, Istanbul and Florence.

(Source: fvw.de)

USA RETAINS TOP POSITION AS GLOBAL TOURISM CONTINUES TO GROW

The global tourism sector grew at 3.9 % last year, to contribute a record of \$8.8 trillion and 319 million jobs to the world economy, according to figures from the World Travel & Tourism Organization. For the eighth consecutive year, this was above the growth rate of world GDP.

The United States retained its status as the world's largest tourism economy last year, despite a standstill in international visitors from China, according to the research.

Figures show that the United States remained the biggest tourism market in the world in 2018, with the sector contributing almost \$1.6tn to GDP.

This translates to 7.8 % of US GDP with the sector growing by 2.2 % (accounting for inflation) last year.

After registering average annual growth of 23 % over the previous decade, Chinese travel to the US was flat last year partly due to trade tensions between the two countries.

International visitors from China account for 4 % of total US visitors but 11 % of all spending, demonstrating their economic importance to the country.

Guevara added: "After recording ten years of stellar growth, international visitor numbers from China were flat year on year, caused in part by the deteriorating trade relations between the two countries.

"Given the economic importance of Chinese visitors, any thawing in the trade relations between the two countries would have a positive effect for the wider US economy."

(Source: Globaltravelnews.com)



10.1 TOUR OPERATOR & AIRLINE NEWS

EUROWINGS: FROM FRANKFURT TO LAS VEGAS

Lufthansa's low-cost airline Eurowings, which will also depart from Frankfurt starting in autumn 2019, has announced its fourth long-haul destination.

As of October 27, the airline will be opening a flight connection to Las Vegas. Like the already announced other destinations Barbados, Mauritius and Windhoek, the US metropolis will be served three times a week. Eurowings will operate 310-seat Airbus A330 machines run by Sun Express on all routes.

Meanwhile, the low-cost airline has confirmed that it will cancel the routes from Düsseldorf Airport to New York-JFK, Bangkok, Cancun and Montego Bay from autumn 2019 onward. As part of its long-haul restructuring, Eurowings is relocating five of its nine A330 machines to Frankfurt and Munich.

(Source: touristic-aktuell.de)

WOW AIR CEASED OPERATIONS

On March 28, 2019 WOW AIR announced the cancellation of all their flights at short notice. Passengers were advised to check available flights with other airlines that may offer flights at a reduced rate, so-called rescue fares, in light of the circumstances. Passengers who bought their ticket from a European travel agent (within the European Economic Area) as a part of a package tour (a package which includes flights and accommodation or other services) are protected by the Package Travel Directive. Those passengers are advised to contact their travel agent to arrange an alternative flight.



The affected passengers may also be entitled to compensation from WOW AIR, including in accordance with European regulation on Air Passenger Rights. In case of a bankruptcy, claims should be filed to the administrator / liquidator.

(Source: WOW Air)

THOMAS COOK ENABLES BOOKINGS FOR THE WINTER

Thomas Cook has activated parts of the 2019/2020 winter program for the brands Neckermann Reisen and Thomas Cook for booking, including 20 long-haul destinations in the USA, the Caribbean, Asia and South Africa.

On medium-haul routes, the Canary Islands, Madeira and Turkey can be booked, with Egypt to follow shortly. On March 18, the United Arab Emirates were activated in the systems; the African destinations Morocco, Kenya and Tanzania have been already available as of March 15. In the following destinations, many hotels are already bookable through the two brands as classical package tours: the Canaries, Mauritius, Maldives, Sri Lanka, Thailand, Cuba, Jamaica, Mexico, Dominican Republic and South Africa.

(Source: touristic-aktuell.de)



10.2 GERMANY ECONOMY NEWS

GERMAN SUMMER HOLIDAY BOOKINGS PICK UP

Summer holiday bookings in Germany improved slightly in February after a slump in January but still remain below last year's high levels overall, according to the latest sales figures from GfK.

Bookings of summer 2019 holidays in travel agencies and online grew by 1 % last month compared to February 2018. As a result, the cumulative decline for all bookings since last November was reduced to 1 %, the market researchers' analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites showed.

About one quarter of all bookings last month was made up of trips for May and June and a further quarter for July and August.

But overall, the two peak summer holiday months are still in negative territory. Bookings for July are currently 1.9 % behind last year while August is 1.6 % lower than at the same time last year. The strongest sales growth is recorded for June (+9.9 %).

The latest figures will bring some relief to tourism companies after three consecutive months of negative growth for summer 2019, including a 9% drop in January. However, it is still unclear whether the slight rise in February signals the start of a stronger recovery or just a brief respite.

Meanwhile, there were strong late winter holiday bookings last month with a 7 % rise that cancelled out a 6 % drop in January. Growth for winter 2018/19 remained at 4 % on a cumulative basis.

(Source: fvw.de)



**ST.PETE
CLEARWATER
FLORIDA**

Contact

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ROOSTER^{PR}

GLOBAL BRAND COMMUNICATORS



**ST.PETE
CLEARWATER
FLORIDA**

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

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Key Performance Indicators

KPI	Target over 12 months (Jan 2019 – Dec 2019)	Amount Achieved in March 2019	Amount Achieved to date	KPIs Remaining
Press releases	5	0	1	4
Media visits	15	1	9	6
Media briefings	30	23	33	0 (+3)
Coverage	Broadsheet: 14 Tabloid: 18 Regional: 14 Trade/B2B: 8 Consumer: 20 Broadcast: 1 Blogs: 8	Broadsheet: 4 Tabloid: 2 Regional: 0 Trade/B2B: 2 Consumer: 4 Broadcast: 0 Blogs: 0	Broadsheet: 4 Tabloid: 3 Regional: 0 Trade/B2B: 4 Consumer: 11 Broadcast: 0 Blogs: 0	Broadsheet: 10 Tabloid: 14 Regional: 14 Trade/B2B: 4 Consumer: 9 Broadcast: 1 Blogs: 8

Year to date totals (as of 31 March 2019)

YTD total circulation	TYD total AVE value	YTD total PR value
233,559,568	£187,844	£469,610

Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Trade	4 March	TravelMole.com	n/a	Clearwater again voted top US beach	61,100
Consumer	4 March	FlushtheFashion.com	Sara Darling	Travel: St. Petersburg & Beyond	100,000
Broadsheet	10 March	The Sunday Telegraph	Laura Craik	What to Pack: for St. Pete/Clearwater	284,971
Consumer	12 March	Best Magazine	Siobhan Wykes	St. Pete Beach... City of the Arts	117,480
Consumer	14 March	The Bespoke Black Book	Sara Darling	St. Petersburg Florida Arts Scene	65,500
Trade	20 March	TTG Online	Karl Cushing	Eternal Sunshine and Floridian Charm in St. Pete and Clearwater	60,000
Consumer	20 March	FusedMagazine.co.uk	David O'Coy	Experience a Museum Mecca in SPC	4,210
Broadsheet	21 March	independent.co.uk	Simon Calder	St. Petersburg: Florida's Fun-Loving Waterfront City	77,000,000
Broadsheet	21 March	independent.co.uk	Simon Calder	St. Petersburg: The Beachside Florida City Built on Indulgence	77,000,000
Broadsheet	21 March	independent.co.uk	Simon Calder	St. Petersburg: Florida's Beachside Cultural Centre	77,000,000
Tabloid	31 March	Sunday Mirror	Harriet Flook	Go with the Flo	431,419
Tabloid	31 March	Irish Sunday Mirror	Harriet Flook	Go with the Flo	35,867

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
Sam Williams	Florida Friday	Easter in the Sunshine State
Lottie Gross	Woman & Home, The Telegraph, LoveEXPLORING	Continuing liaison regarding potential press trip; on hold for now
Laura Millar	Metro	Pitched potential press trip, awaiting further feedback
Lauren Jarvis	Grazia/Selling Travel	Pitched St. Pete/Clearwater, Rooster to keep in loop on future press trip opportunities after IPW
Alexandra Pereira	Freelance	Continuing liaison re potential press trip; awaiting feedback
Hannah Summers	Freelance	Pitched St. Pete/Clearwater as LGBTQ and foodie spot
Emily Williams	Freelance (wedding media)	Pitched wedding press trip; awaiting feedback
Claire Bloomfield	Wedding Ideas	Continuing liaison re feature
Tam Hinson	Rough Guides	Pitched Museum Mecca release
Elizabeth Atkin	Wanderlust	Pitched Museum Mecca release
Ian Sclater	Art Mag	Pitched Museum Mecca release
Louis Wise	ES Magazine	Pitched potential press trip to experience St. Pete Pride
Tom Kerridge	Tom Kerridge's North America	Liaison regarding potential TV broadcast opportunity
Flavia Gray	Ships & Champagne	Liaison regarding her trip, blog & social coverage
Simon & Susan Veness	The Telegraph	Liaison regarding potential updates to St. Pete/Clearwater hotel reviews

Activity

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster continued pitching 'Museum Mecca' press release to national, regional and arts media
- Rooster continued liaison with Visit Florida re winter co-op campaign media trip with Hand Luggage Only
- Rooster continued planning and outreach to brewery partners for Craft Beer Channel partnership and provided ongoing updates to client
- Rooster continued planning London Shuffleboard media & trade event (16 May), including:
 - Recce of space, menu & cocktail tasting
 - Invitation development
 - Invitation list development
- Rooster continued liaising with Kew Gardens and Global Travel Marketing re potential collaboration activity (26 September)
- Rooster managed IMM meeting scheduling and attended IMM with Mackenzie Monteiro (25 March)
- Rooster attended Visit USA Spring meeting
- 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 extensively with VSPC and partners to arrange the following press trips:
 - 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 **7,321** to **7,388** (an increase of 67)
- Total engagement (clicks) rate: **1,247**
- Total reach of our posts: **25,740**
- Total impressions including shares/likes/news feed placement: **35,754**
- The most popular post was the **TripAdvisor No1 Beach in US** shared on 14 March. The post received **305 likes, 56 comments** and **46 shares**, leading to a reach of **15,570**. There were **685 clicks** on the post (right).

Visit St. Pete/Clearwater (GB, IE, SE, ...)
Published by Nick Wheywell [?] · 14 March at 11:31 · 🌐 Like Page

Clearwater Beach voted #1 Beach in the U.S. by TripAdvisor, again! And St. Pete Beach #4! 🏖️🌴
Thank you for loving us, two years in a row! ❤️
#LiveAmplified #AmericasBestBeaches

America's best beaches - Clearwater Beach & St. Pete Beach
00:31

Get more likes, comments and shares
Boost this post for £23 to reach up to 70,000 people.

15,570 People reached 1,241 Engagements Boost Post

👍❤️👤 266 54 Comments 46 shares

Like Comment Share

Forthcoming activity and priorities

Activity

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2019 to media
- Rooster to continue planning and outreach to secure Craft Beer Channel visit (May)
- Rooster to continue planning London Shuffle media event (16 May)
- Rooster to continue to liaise with Global Travel Marketing on potential Kew Gardens event (September)

Social Media

- Rooster to update the social media calendar to suit UK market and upload posts twice weekly
- Rooster to continue managing customer queries

Press Trips

- Ongoing monitoring of media requests and liaison with media and bloggers
- Continue pitching to key media targets for destination trips from late April 2019 onwards
- Rooster to continue research for wedding/honeymoon journalist to visit from May 2019 onwards, ahead of wedding season
- Rooster to continue research for journalist to visit St. Pete Pride Festival in June 2019, in exchange for feature
- Rooster to continue research for media to attend the Clearwater Jazz Festival in October 2019, in exchange for a feature
- Continue finalising media visit arrangements for Hand Luggage Only media visit in April 2019

Press Release/Pitches

- Rooster to continue pitching 'Museum Mecca' press release to key target media
- Rooster to draft press release on notable locals of St. Pete doing great things for the area
- 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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**ST.PETE
CLEARWATER**

**ITB Berlin 2019
&
International Media Marketplace (IMM)
Public Relations Activity Report**

Occasion:	Internationale Tourismus Boerse (ITB) Berlin 2019 / International Media Marketplace (IMM) Germany
Market:	Germany, Austria and Switzerland
Date:	March 5-8, 2019
Submitted by:	Axel Kaus, Managing Director
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1.2 ITB Berlin 2019	4
1.3 Media Promotion for Visit St. Pete/Clearwater	5
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1. Executive Summary

1.1 International Media Marketplace (IMM) Germany 2019

More than 300 media representatives and PR managers met at TravMedia's second International Media Marketplace (IMM) in Germany on March 5, 2019 at the prestigious five-star hotel The Ritz-Carlton, Berlin.

The IMM brought together over 185 leading journalists and digital influencers from Germany, Austria and Switzerland with 151 PR managers from 113 national and international tourism organizations. During the one-day media event, a total of 2,109 pre-arranged meetings and numerous networking events took place.

Numerous travel journalists, writers, TV and radio journalists as well as bloggers took part in the IMM Germany 2019. Leading media companies such as Frankfurter Allgemeine Zeitung, Die Welt, Welt am Sonntag, Süddeutsche Zeitung, Hamburger Abendblatt, Neue Zürcher Zeitung am Sonntag, Tagesspiegel, Spiegel Online, Mare, ADAC Reisemagazin, Marco Polo Travel Magazine, Badische Neuste Nachrichten, Rheinische Post, Sonntagszeitung (Schweiz), Tages-Anzeiger, Der Bund, Rhein-Neckar-Zeitung, Die Presse (Wien), WAZ Gruppe, Südkurier, Touristik Aktuell, TourismusNewsletterDeutschland, Magazin Forum, Mate Magazine, Spartacus Traveler, Glückspost, ReiseGenuss, GolfGenuss, Golf & Reisen, Dolce Vita, ADAM, Bild der FRAU, Nordis, Wave, Connoisseur Circle, America Journal, Bayerischer Rundfunk, rbb Rundfunk Berlin-Brandenburg, t-online.de and many more were represented by their travel media professionals at the IMM Germany 2019. Furthermore, 20 leading digital influencers attended the IMM Germany 2019 for the first time.

Kaus Media Services arranged **23** meetings at IMM Germany (with four no shows). Please find a detailed report of all appointments in section 2 of this document.

1.2 ITB Berlin 2019

Uninterrupted growth at a high level: despite a slowdown in the world economy, demand within the world's travel industry remains extremely stable. As ITB Berlin came to a close last Sunday, the economic outlook for the global industry in 2019 is positive once again. The results of the five-day exhibition on the Berlin fairgrounds: trade visitor numbers rose to 113,500, a three per cent increase compared with last year, underlining the fact that even in times of widespread uncertainty due to geopolitical and economic events such as Brexit and trade conflicts, ITB Berlin has retained its position as the World's Leading Travel Trade Show. "ITB Berlin is of great importance, particularly in times of widespread uncertainty. Even in a digitalized world, it is not possible for hi-tech communications to replace the confidence-building measure that face-to-face meetings and a direct exchange between business partners on issues concerning the global industry represent. That is why ITB Berlin functions", said Dr. Christian Göke, CEO of Messe Berlin.

Trade visitors and exhibitors alike were extremely satisfied with ITB Berlin 2019. In a survey, they gave ITB Berlin top marks for innovation. The trade show celebrated the successful launch of the Technology, Tours & Activities (TTA) segment, among others. Internationally, the ITB success story continues. Between March 6 – 10, 2019 over 10,000 exhibitors from 181 countries and regions displayed their products and services to visitors in 26 halls. More than 113,000 trade visitors attended the ITB Berlin during March 6 – 8, 2019, which is a higher number than in 2018. The next ITB Berlin will take place from Wednesday, 4 to Sunday, 8 March 2020.

(Source: ITB Berlin 2019 Closing Report)

1.3 Media Promotion for Visit St. Pete/Clearwater

The International Tourismus Boerse (ITB) Berlin 2019 has again maintained its global importance for the worldwide tourism industry and was very successful for Visit St. Pete/Clearwater (VSPC) as well as for its private tourism sector. The show is a designated trade only on the first three days (Wednesday – Friday) and trade/consumer during the last two days (Saturday and Sunday).

VSPC was represented on March 6 by its Media Relations Manager Mackenzie Monteiro as well as by its German public relations representation firm Kaus Media Services (KMS). Of course, KMS was also available for meetings regarding St. Pete/Clearwater during the following two exhibition days.

In order to maximize the show results, KMS pre-scheduled a large number of appointments with qualified media outlets and freelance journalists that are or could become important for VSPC's public and media relations in the German speaking countries.

On March 8, 2019 KMS arranged 10 appointments with high-quality journalists and digital influencers. Furthermore, we had two high-level walk-in appointments during the subsequent days of the ITB. In addition, there was a trade appointment scheduled with Edelweiss Air representatives. Another trade appointment with Icelandair was unfortunately a no-show.

In conclusion, ITB 2019 in Berlin was again very successful for VSPC and its tourism industry. KMS is of the opinion that a face to face meeting with qualified journalists and digital influencers is the most productive way to determine whether or not we should consider a FAM trip with them in the future. If so, the appointment is a good way to determine if we should schedule an individual FAM trip, a collaboration with Visit Florida or plan the attendance of the journalist/influencer at a group FAM trip to St. Pete/Clearwater.

ITB Berlin 2019
Public Relations Activity Report

Furthermore, the continuous strong economic situation in Germany has a positive effect on long-haul travel plans of German travelers. Therefore, we recommend that future attendance at ITB Berlin as well as other promotional trade opportunities should be enforced.

Hanover/Germany, March 2019

Axel Kaus, M.A.
Managing Director of KMS
and VSPC Account Director in Germany

Steffen Hager
Public Relations Manager at KMS
and VSPC PR Manager in Germany

2. Media Appointments at IMM Germany 2019

Day/Time	Media Contact	Media Profile	Topics Discussed
Tuesday March 5, 2019 08.45-09.00 am	Reise-Inspirationen Ms. Judith Hoppe	Reise-Inspirationen is a quarterly digital travel magazine and reports about traveling and the customs of people from different destinations. The magazine is available for download and as an eBook on the magazine CDs of two well-known German computer print titles. It is also distributed to travel agents and customers via a travel agency.	Each issue of the digital magazine typically features one big travel feature – usually, with a long haul destination as lead. Sometimes, it also includes destinations in one page features (“Flora & Fauna” or “Amazing Views”) in a different issue. Ms. Hoppe has tentative plans to travel to Orlando in November 2019 for a dive show. As she will be already in Florida, we could consider hosting her, depending on the type of coverage she can provide. We will follow up with her.
Tuesday March 5, 2019 09.00-09:15 am	Digital Influencer Ms. Nadine Trompka	Nadine is a digital influencer focusing on Instagram where she reaches nearly 140.000 followers.	Ms. Trompka gave us a short overview of her work and Instagram account. A potential FAM trip needs to be carefully evaluated.
Tuesday March 5, 2019 09.15-09:30 am	The Radio Group Mr. Eike Knall	The Radio Group consists of 19 local radio stations reaching 2,000,000 listeners.	Mr. Knall showed great interest in working with VSPC, however, not many concrete details were discussed in the meeting. We will stay in touch with him.

Tuesday March 5, 2019 09.30-09:45 am	Krumstroh text + pr Agentur fuer Kommunikation Mr. Ulrich Krumstroh	Since 1988, Ulrich Krumstroh has been active as a freelance journalist for daily newspapers, professional journals and digital media. He writes for different print and online media such as SRT, Schleswig-Holstein am Sonntag, www.menschen-reisen-abenteuer.de and GEO Online.	Unfortunately, Mr. Krumstroh did not show up to the appointment. We will follow up with him.
Tuesday March 5, 2019 09.45-10.00 am	Berliner Zeitung / Berliner Kurier Mr. Peter Brock	Peter Brock is head of the newspaper supplements department of the Berliner Kurier and Berliner Zeitung. The newspapers have a combined daily readership of 500,000.	Peter Brock has been to SPC a couple of years ago and would like to travel there again. We will stay in contact with him in order to determine details of a possible collaboration.
Tuesday March 5, 2019 10.00-10.15 am	Front Row Society Mr. Gregor Berg	Front Row Society is an online magazine with a focus on luxury travel and culinary experiences. Mr. Berg is the head of journalism.	Mr. Berg showed interest in our destination. He would be keen to meet chefs and purveyors in SPC. This could be a very interesting story angle. We will stay in contact with him in order to evaluate the type of coverage he could provide.
Tuesday March 5, 2019 10.15-10.30 am	Freelance Journalist/ Urlaub fuer Unternehmer Mr. Ulrich Pfaffenberger	Mr. Pfaffenberger works as a freelance journalist. He writes for the journal Urlaub fuer Unternehmer and additionally, he has his own travel blog Pfaffinger Umschau (ulrich-pfaffenberger.com) which focuses on the USA.	Mr. Pfaffenberger was familiar with St. Pete/Clearwater as he visited the destination four years ago after the IPW in Orlando. He would be interested in revisiting SPC. We will stay in contact with him to get a clearer idea on how his coverage would look like. A potential FAM trip needs to be carefully evaluated.

<p>Tuesday March 5, 2019 11.15-11.30 am</p>	<p>USA-Reise.de Mr. Thomas Ullmann</p>	<p>Thomas Ullmann is running the portal USA-Reise.de which reaches 160,000 monthly unique visitors. The USA-Reise.de online forum is the busiest US travel related forum in German language.</p>	<p>Mr. Ullmann told us that they are currently relaunching their website. We will stay in contact with him and provide him with the latest news from St. Pete/Clearwater.</p>
<p>Tuesday March 5, 2019 11.30-11.45 am</p>	<p>Preach Media / Style Roulette Ms. Luisa Eckhard</p>	<p>Luisa Eckhard is a German blogger and influencer since 2009. By now, she reaches more than 300,000 followers on Instagram, 100,000 on Facebook, 40,000 on YouTube and 65,000 monthly unique visitors on her blog.</p>	<p>Ms. Eckhard shared with us that she used to live in Florida for a couple of months and would love to return. We agreed that we would be delighted to host her and that we will stay in contact. It would be possible to have her on an individual FAM trip or on a group FAM trip. Maybe it is possible to extend one of her regularly scheduled trips to the USA.</p>
<p>Tuesday March 5, 2019 11.15-11.30 am</p>	<p>Uberding Ms. Mia Buehler</p>	<p>Uberding is one of Germany's leading lifestyle and travel blogs reaching more than 200,000 monthly unique visitors. Furthermore, they are publishing their own print magazine.</p>	<p>Ms. Buehler and her colleague were very interested in our destination. After we presented St. Pete/Clearwater, they gave us an overview of the crossmedia concept of their publication. Uberding would certainly be a great match for SPC as they produce high-quality content with interesting story angles. We will stay in contact with them and start working on a collaboration. Either a group or individual FAM is possible.</p>

<p>Tuesday March 5, 2019 12.15-12.30 am</p>	<p>Freelance Journalist Mr. Karl-Heinz Goedeckemeyer</p>	<p>Mr. Goedeckemeier is a freelance journalist working for hotel-related publications like tophotel or the Hotelfachzeitung.</p>	<p>Mr. Goedeckemeyer would like to write about St. Pete/Clearwater and some unique Boutique Hotels. However, we learned after our meeting that the German Huffington Post site, which he claimed to write articles for, will be discontinued in a couple of weeks. We will follow up with him regarding this.</p>
<p>Tuesday March 5, 2019 01.30-01.45 pm</p>	<p>Fraenkische Nachrichten Ms. Diana Seufert</p>	<p>Ms. Seufert is an editor at the Fraenkische Nachrichten, a newspaper that is distributed in the federal state of Bavaria. The print newspaper has a circulation of 30,000 copies, the online-publication counts 227,000 monthly visits.</p>	<p>Ms. Seufert has never been to St. Pete/Clearwater before and would be very interested in joining a group FAM trip to our destination. We will stay in touch with her and find out which kind of coverage she could provide.</p>
<p>Tuesday March 5, 2019 01.45-02.00 pm</p>	<p>Travel with Massi Mr. Marcel Wladasch</p>	<p>Marcel Wladasch is a German travel blogger and influencer with a focus on luxury travel, loyalty programs, travel diaries and culinary experiences. His blog reaches 25,000 monthly unique visitors; via Instagram he reaches 80,000 followers.</p>	<p>Unfortunately, Mr. Wladasch was unable to attend the IMM Germany 2019 as he got sick. However, we will stay in touch with him after the ITB. In our opinion, he would be a fitting attendee for a German blogger FAM trip to St. Pete/Clearwater.</p>
<p>Tuesday March 5, 2019 02.00-02.15 pm</p>	<p>Tourism-Insider Mr. Joachim Fischer</p>	<p>Mr. Fischer is an experienced journalist working for 25 years. He publishes his own online magazine Tourism-Insider.de.</p>	<p>Unfortunately, Mr. Fischer did not show up to his meeting. We will reach out to him and inquire more detailed information about his publication.</p>

<p>Tuesday March 5, 2019 02.15-02.30 pm</p>	<p>Freelance Journalist Mr. Tobias Sauer</p>	<p>Mr. Sauer is a freelance journalist who has previously worked for Spartacus Traveler, Europe's largest LGBT magazine. As a freelance he now writes for various magazines as well as newspapers.</p>	<p>Mr. Sauer is self-employed since October 2018. Since then, he publishes his articles in leading magazines like Spiegel, Geo, Geschichte and more. He focuses on culture and history-related story angles. A possible storyline for St. Pete/Clearwater would be some kind of anniversary. We will look into a possible storyline and stay in contact with him. He required a lead time of one year.</p>
<p>Tuesday March 5, 2019 02.30-02.45 pm</p>	<p>BILD der FRAU Ms. Monika Kausen</p>	<p>BILD der FRAU is one of Germany's leading publications for women with a focus on lifestyle, fashion, travel and food. It has a circulation of 622,000 copies and reaches 4.83 million readers.</p>	<p>Ms. Kausen was interested in stories about German women living abroad and would consider a FAM trip. We agreed that we will look into possible storylines and will get back to her soon.</p>
<p>Tuesday March 5, 2019 02.45-03.00 pm</p>	<p>Viel-unterwegs.de Ms. Katrin Lehr</p>	<p>Viel-unterwegs.de is among the most influential travelblogs in Germany and reaches more than 200,000 monthly unique visitors.</p>	<p>Ms. Lehr was interested in the cultural offers of St. Pete/Clearwater. Especially the mural scene caught her attention. She would like to know more about the destination and would be open for a FAM trip. We will stay in contact with her. She would be a good choice for a blogger FAM trip.</p>

<p>Tuesday March 5, 2019 03.00-03.15 pm</p>	<p>Spartacus Mr. Philip Kanchana ("Phil Hollister")</p>	<p>Spartacus is the best-known medium for gay travelers and features travel tips and community hotspots.</p>	<p>Philip Kanchana (alias "Phil Hollister") produces image and video content for Spartacus. He focuses on travel tips for the LGBT community. He presented his new video content to us. A potential FAM trip needs to be carefully evaluated.</p>
<p>Tuesday March 5, 2019 03.30-03.45 pm</p>	<p>blu media network GmbH Mr. Dirk Baumgartl</p>	<p>blu media network is Germany's largest LGBT media network with the magazines blu, Hinnerk, Gab, Rik, Leo, Mate and Spartacus Traveller as well as the website blu.fm and a travel guide app.</p>	<p>Dirk Baumgartl and VSPC have a strong relationship. St. Pete/Clearwater has been featured in all of his publications except of MATE. We keep him informed about the new developments in St. Pete/Clearwater.</p>
<p>Tuesday March 5, 2019 03.45-04.00 pm</p>	<p>Les Berlinettes Ms. Amandine Hach</p>	<p>Amandine Hach is a German travel blogger and influencer reaching 55,000 followers on Instagram. Her main topics are fashion, lifestyle and luxury travel.</p>	<p>After we presented our destination, she was very interested in visiting St. Pete/Clearwater. We will pitch Visit Florida the possibility of offering her an individual FAM trip. We will stay in contact with her and inquire for her media kit.</p>
<p>Tuesday March 5, 2019 04.00-04.15 pm</p>	<p>Reisegala Mr. Matthias Dikert</p>	<p>Mr. Dikert is the editor in chief of the online magazine Reisegala. Furthermore, he is contributing at Reiseratgeber24.de and Ctour.</p>	<p>Mr. Dikert was very interested in attending a FAM trip to St. Pete/Clearwater and highlighted that he would not need a flight. We agreed that he sends more information after the IMM and will stay in contact with him. A potential FAM trip needs to be evaluated closely.</p>

Tuesday March 5, 2019 04.15-04.30 pm	Far Out Media Mr. Hajo Becker	Mr. Becker runs the online portals reisenundwellness.com and dinnerunddrinks.com. He is focusing on premium travels and culinary experiences.	Mr. Becker was interested in a group FAM Trip to St. Pete/Clearwater and also suggested that he could provide a detailed flight review if he can travel in business class to SPC and back. We will reach out to him and ask for a media kit. A potential FAM trip needs to be carefully evaluated.
Tuesday March 6, 2018 04.30-04.45 pm	Redaktionsnetzwerk Deutschland (RND) / Reisereporter Ms. Maike Geissler	Redaktionsnetzwerk Deutschland creates the content for about 50 newspapers in Germany. Furthermore, the RND runs the travel-focused online publication reisereporter.de.	Unfortunately, Ms. Geissler did not show up to the appointment. We will reach out to her.

KMS will follow up with the interested media professionals that attended the event and encourage them to consider St. Pete/Clearwater for their future media coverage.

3. Media Appointments at ITB Berlin 2019

Day/Time	Media Contact	Media Profile	Topics Discussed
Wednesday March 6, 2019 10.00- 10.30am	Blogger Tobias Hoiten Web: www.tobiashoiten.de	Tobias is a German travel blogger who shares his travel experiences on both his blog and Instagram channel. He is not a full-time travel blogger as he works full time in his day job. Via Instagram he reaches 80,000 followers; his blog has 8,000 monthly unique visitors.	Up until now, Tobias only traveled within Europe. A trip to St. Pete/Clearwater would be his first visit outside Europe. He focuses on professional images which he shares on his Instagram channel. Aside from that, he writes blog posts about the places he visits and shares travel tips. As he does not support mass tourism destinations, St. Pete/Clearwater would be a good fit. He might be a good choice for a blogger FAM trip or an individual trip. We will stay in contact with him.
Wednesday March 6, 2019 10:30-11:00	LuxusInsider Ms. Yannick Fiedeler Web: www.luxusinsider.de	LuxusInsider is an online trade magazine for luxury tourism aimed at travel agency employees, tour operators, luxury providers and agencies. The online magazine is published monthly and has a readership of approx. 16,000. In addition, the digital LuxusInsider newsletter is distributed to approx. 10,000 subscribers on a weekly basis.	We presented our destination to Ms. Fiedeler who was really interested in the different offerings of St. Pete/Clearwater. She specifically asked about luxury hotels and we quickly presented the Vinoy and the Fenway hotel to her. She asked for a picture of the Fenway hotel, which we already sent to her. She is also interested in further information regarding the culinary options of St. Pete/Clearwater. We will gather this information and stay in contact with Ms. Fiedeler.

Wednesday March 6, 2019 11:00-11:30	World of Wellness Magazine Ms. Manuela Laemmel Web: www.worldofwellness.ch	World of Wellness is both an online and print magazine from Switzerland which features articles about wellness trends, interesting destinations, Spas, luxury and lifestyle. The print magazine has a circulation of 35,000 copies, reaches 135,000 readers and is also available e.g. in Zurich or Basel airport as well as in high class hotels.	Ms. Laemmel was interested in a FAM trip to Florida, including stops in St. Pete/Clearwater, Fort Myers and Miami. She already sent us a detailed proposal, which we will evaluate and share with Visit Florida. We will inform her about the progress.
Wednesday March 6, 2019 11:30-12:00	IMAGINE Magazine Mr. Urs Huebscher Web: www.imagemag.ch	IMAGINE is a travel magazine from Switzerland which is being published four times per year. It has a circulation of 42,500 copies and is distributed e.g. at the Zurich and Basel airport as well as on board of Edelweiss Air.	Mr. Huebscher was specifically asking for a barter deal as his boss would like to visit Florida in summer 2019 with his family. In exchange for hosting the family (2 adults, 3 teenagers), the editor in chief is offering an advertorial which would be published in the IMAGINE and PRESTIGE magazine. We will stay in contact with him and ask for more detailed requirements so we can look more closely into this possible cooperation. Furthermore, he informed us about a Florida special in September 2019. We will ask for an exact offer and forward it to Marion Wolf so she can evaluate it.

<p>Wednesday March 6, 2019 12:00-12:30</p>	<p>Nonsoloamore.net / Freelance Ms. Claudia Scheffler-Perrone</p> <p>Web: www.nonsoloamore.net</p>	<p>Ms. Claudia Scheffler-Perrone is a blogger and freelance journalist. Since 2013, she runs her travel and lifestyle blog nonsoloamore.net, which has a monthly reach of 60,000 unique visitors. Besides, she writes as a freelance journalist for online and print magazines in the fields of travel, wellness, beauty and fashion.</p>	<p>Ms. Scheffler-Perrone informed us that she is also writing for a travelblog called Reisesstories.de, which is exclusively written by professional journalists. She has already been to Florida a few times and would love to revisit St. Pete/Clearwater. She would be a great fit for a group FAM trip. We will stay in contact with her and keep her informed.</p>
<p>Wednesday March 6, 2019 12:30-13:00</p>	<p>Bucketlist Magazine Ms. Yvonne Beck</p> <p>Web: www.bucketlistmagazin.com</p>	<p>Yvonne Beck is a freelance journalist, who focuses on traveling and luxury holidays. She writes for different print media, e.g. Connoisseur Circle or Falstaff. Ms. Beck is also publishing her own magazine four times per year. It has a circulation of 37,500 copies.</p>	<p>Ms. Beck presented her magazine to us, which we estimate to be of high quality. She would love to visit our destination and offered different collaboration options: There is the option of working with Visit Florida, or including her into a group FAM trip or hosting her individually as she is not always in need of flights, given the fact that she visits the US quite frequently. In order to get on the cover of the bucketlist magazine, we would either need a great story or would have to pay a fee. Aside from the FAM trip, she asked if we could provide her with information for an article which would include a feature of a local chef and one of his recipes.</p>

Wednesday March 6, 2019 Hall 5.3 Booth 107 13:00-13:30	Freelance Journalist Mr. Sven Schneider	Sven Schneider is a freelance journalist who contributes articles for German top-tier media e.g. Spiegel Online, WELT, Neue Züricher Zeitung and Berliner Morgenpost.	Mr. Schneider was really interested in working with us and in discovering St. Pete/ Clearwater. He does prefer an individual FAM trip over a group FAM trip. We will stay in contact with him and look into a possible travel date.
Wednesday March 6, 2019 13:30-14:00	Blogger / Des Belles Choses Ms. Julia Schaeffner Web: www.des-belles-choses.com	Julia Schäffner is a blogger and digital influencer with a focus on travel topics. Her blog reaches 1,000,000 page impressions and 20,000 monthly unique visitors. Via Instagram, she reaches 44,000 followers.	Ms. Schaeffner already visited Honeymoon Island during a FAM trip with Visit Florida. She would love to discover St. Pete/Clearwater more closely and would like to do an individual FAM trip. In late summer, she will be in New York visiting a friend, so it would be a good option to fly her down to St. Pete and have her discover our destination for a couple of days. We will stay in contact with her in order to get the dates set asap.
Wednesday March 6, 2019 15:15-15:40	Falstaff Magazin Ms. Claudia Roman Navarro Web: www.falstaff.de	Falstaff is a German magazine with a focus on travel and culinary experiences worldwide with a circulation of 140,000 copies. Falstaff.de reaches 370,000 visits per month. It has a very interesting target group as its readers have an above-average income and like high-class destinations and experiences.	Ms. Roman Navarro was very interested in our destination and would like to feature it from a culinary / luxury perspective. It is highly possible that the collaboration would also include an advertisement, which means that we will forward her the contact information of Marion Wolf. We will inquire about a more detailed proposal.

Wednesday March 6, 2019 15:40-16:00	Coconut-Sports.de / Blogger Ms. Franziska Reichel Web: www.coconut-sports.de	Coconut-Sports is one of Germany's leading travel blogs and reaches 86,000 monthly unique visitors. Thanks to her job as a flight attendant for Lufthansa and her blog, Franziska Reichel is a well-travelled blogger herself. Via Instagram, she reaches 25,000 followers.	Ms. Reichel already visited Florida during a road trip hosted by Visit Florida. She mainly focuses on outdoor activities, nature und yoga. We talked about a possible FAM trip together with Visit Florida which would include three destinations. We will stay in contact with her and talk to Visit Florida about this opportunity.
Wednesday March 6, 2019 Hall 5.3 Booth 107 16:00-16:30	Icelandair Mr. Lukas Hofmeister Web: www.icelandair.de	Icelandair is connecting their hub Reykjavik with Tampa up to 3 times per week.	Unfortunately, Mr. Hofmeister did not show up to our appointment. We will stay in contact with him and discuss the opportunity of working together with regard to a blogger FAM trip.

KMS will follow up with the interested media professionals that attended ITB and encourage them to consider St. Pete/Clearwater for their future media coverage.

4. Walk-in Media at ITB Berlin 2019

After March 6, 2019, the following very interesting journalists visited our booth regarding St. Pete / Clearwater:

Media Contact	Media Profile	Topics Discussed
Freelance Journalist Mr. Kai Boecking Web: www.bleisuretraveller.de	Mr. Böcking works for the publications Business Traveller and Bleisure Traveller. Furthermore, he hosts the TV-shows "Kai reist" and "grenzenlos" which are both broadcasted on Sat 1.	Mr. Boecking was very interested in St. Pete and would like to work with us. He would like to visit St. Pete/Clearwater with his TV-production team and do a show about our destination. Possible travel periods would be September or October 2019. We will stay in contact with him.
Connoisseur Circle Mr. Andreas Dressler Web: www.ccircle.cc	Connoisseur Circle is the leading luxury travel magazine in the German-speaking countries. It has a circulation of 100,000 copies and the magazine is available to a high-class readership, e.g. in the VIP lounges of Lufthansa. Andreas Dressler is the editor in chief.	Mr. Dressler visited us at our booth on Thursday and was very interested in St. Pete/Clearwater. He inquired about culinary and hotel options in St. Pete/Clearwater and also about the different museums and beaches in our destination. He would like to work with us within the upcoming months. We will stay in contact with him after the ITB.
Freelance Journalist Ms. Dorothee Baer-Bogenschuetz	Ms. Baer-Bogenschuetz is a freelance journalist focusing on culture and art. She is editor in chief of the Kunstzeitung and writes for various daily newspapers.	Ms. Bogenschuetz showed great interest in St. Pete/Clearwater. We presented the various culture and art offerings of St. Pete to her. We will stay in contact with her after the ITB and provide her with all the information she needs.

Contact

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

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Memo

To: Leroy Bridges; Mackenzie Monteiro

From: NJF

Date: April 5, 2019

Subject: Account Activity March 2019

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

MEDIA PLACEMENTS

- **Total Placements YTD: 54**
 - **Impressions YTD: 350,783,320**
 - **Total Earned Media Value YTD: \$8,284,711**

Outlet	Media Type	Journalist	Topic	Impressions	Date
TODAY	Online	Katie Jackson	TripAdvisor Best Beach	23,917,404	3/1/19
Working Mother	Online	Melissa Klurman	Best Beaches for Families	433,562	3/7/19
Journal De Montreal	Online	Marie Poupart	TripAdvisor Best Beach	910,551	3/9/19
Journal De Montreal	Print	Marie Poupart	TripAdvisor Best Beach	541,840	3/9/19
Fathom Away	Online	Elisabeth Robinson	St. Pete Travel	616,971	3/12/19
Simplemost	Online	Brittany Anas	TripAdvisor Best Beach	3,715,259	3/13/19

Oyster	Online	Alex Beaven	Florida Vacations	1,538,393	3/15/19
Forbes	Online	Elisabeth Robinson	St. Pete Travel	29,788,885	3/15/19
Medium	Online	Tony Bowles	Family Spring Break Travel	24,113,252	3/17/19

TRIPADVISOR BEST BEACHES FEB/MARCH COVERAGE

The below coverage is a result of Tripadvisor’s press release and outreach announcing the awards:

Outlet	Media Type	Journalist	Topic	Impressions	Date
13 News Now	Online	Erin Patterson	TripAdvisor's Best Beaches 2019	203,520	2.26.19
ABC 7	Online	Taylor Crehan	TripAdvisor's Best Beaches 2019	32,460	2.26.19
CL Tampa	Online	Clin Wolf	TripAdvisor's Best Beaches 2019	102,180	2.26.19
Herald Tribune	Online	Laura Finaldi	TripAdvisor's Best Beaches 2019	232,890	2.26.19
Insider	Online	Rachel Hosie	TripAdvisor's Best Beaches 2019	21,386	2.26.19
NBC 2	Online	Taylor Crehan	TripAdvisor's Best Beaches 2019	213,180	2.26.19
NBC 6 Miami	Online	Editors	TripAdvisor's Best Beaches 2019	527,250	2.26.19
News 965	Online	Ray Caputo	TripAdvisor's Best Beaches 2019	50,460	2.26.19
NWF Daily News	Online	GateHouse Florida	TripAdvisor's Best Beaches 2019	99,750	2.26.19
Orlando Sentinel	Online	Richard Tribou	TripAdvisor's Best Beaches 2019	4,770,743	2.26.19
Palm Beach Daily News	Online	GateHouse Florida	TripAdvisor's Best Beaches 2019	143,444	2.26.19
South Florida Reporter	Online	Editors	TripAdvisor's Best Beaches 2019	1,110	2.26.19
Star Advertiser	Online	Editors	TripAdvisor's Best Beaches 2019	791,730	2.26.19
Tampa Bay Times	Online	Sara DiNatale and Daniel Figueroa IV	TripAdvisor's Best Beaches 2019	23,917,404	2.26.19

The Sun	Online	Kara Godfrey	TripAdvisor's Best Beaches 2019	17,656,580	2.26.19
USA Today	Online	Editors	TripAdvisor's Best Beaches 2019	36,989,744	2.26.19
WFLA	Online	Editors	TripAdvisor's Best Beaches 2019	694,987	2.26.19
WTSP	Online	Chelsea Tatham	TripAdvisor's Best Beaches 2019	1,538,061	2.26.19
CNN Travel	Online	Tamara Hardingham-Gill	TripAdvisor's Best Beaches 2019	29,910,012	2.27.19
Miami Herald	Online	Connie Ogle	TripAdvisor's Best Beaches 2019	8,942,924	2.27.19
Newsweek	Online	David Sim and Eve Watling	TripAdvisor's Best Beaches 2019	9,371,205	2.27.19
People	Online	Madison Roberts	TripAdvisor's Best Beaches 2019	43,514,974	2.27.19
Tampa Bay Business Journal	Online	Kelsey Sunderland	TripAdvisor's Best Beaches 2019	2,710,604	2.27.19
Coastal Living	Online	Marisa Spyker	TripAdvisor's Best Beaches 2019	860,735	2.28.19
Personal Tech MD	Online	Carolyn Morton	TripAdvisor's Best Beaches 2019	3,750	2.28.19
Reader's Digest	Online	Morgan Cutolo	TripAdvisor's Best Beaches 2019	3,514,052	2.27.19
Today	Online	Scott Stump	TripAdvisor's Best Beaches 2019	23,917,404	2.28.19
KFOR	Online	K. BUTCHER	TripAdvisor's Best Beaches 2019	1,529,371	2.28.19
The Indian Express	Online	Lifestyle Desk	TripAdvisor's Best Beaches 2019	11,488,471	3.1.19
Financial Express	Online	Editors	TripAdvisor's Best Beaches 2019	121,632	3.3.19
Costal Living	Online	Marisa Spyker	TripAdvisor's Best Beaches 2019	860,735	3.5.19
Simplemost	Online	Brittany Anas	TripAdvisor's Best Beaches 2019	3,715,259	3.13.19
Departures	Online	Marisa Spyker	TripAdvisor's Best Beaches 2019	466379	3.13.19

UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Run Date
Le Devoir	Allison Van Rassel	St. Pete	April 2019
Meetings Today	Jennifer Juergens	Fenway Meeting Space	April 2019
Thrillist	Bridget Shevlin	St. Pete	Spring 2019
Journal De Montreal	Marie Poupart	Blue Jays Stadium	TBD
Travel Channel	Erin Gifford	Secret Florida Destinations	TBD
Fatherly	Joshua David Stein	St. Pete	TBD
CNBC Online	Jimmy Im	Winter/Spring 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
Canadian Travel Press	Ann Ruppenstein	Beaches around the world	TBD

EVENTS

- **Royal Palms Chicago Shuffleboard Event - May 1**
 - Laised with the Royal Palms Chicago team to discuss the upcoming event that was postponed due to inclement weather
 - Researched multiple catering companies that were available in May to choose which would be best to provide food for the event
 - Rebooked flights and hotel for the NJF Team and Michael Lynn

MEDIA VISITS

- **Confirmed**
 - Simply Gluten Free - Alex Beaven: April 16 - 18
 - Held ongoing conversations with The Avalon, The James Museum, American Stage about experiencing these during her visit
 - Secured accommodations and passes for Alex
 - Smithsonian - Jennifer Billock: April 28 - May 2

- Held ongoing conversations with The Vinoy, Fenway Hotel and Dali teams about best dates to showcase the hotels and new Dali Lives experience during her visit
 - Secured accommodations and suggested ideas for Jennifer’s itinerary
- **Pending**
 - Real Simple - Anna Maltby: April 21 - 26
 - Connected with Anna and began discussing the destination for her upcoming story on St. Pete’s greatest hits and must dos
 - Texas Lifestyle - Marika Flatt: August TBD
 - Followed up with Marika about the visit and she will let us know if it is in the family’s budget for this year later this Spring

PITCHING AND OUTREACH

- Drafted and distributed a pitch on new art exhibits, highlighting the destination and the new exhibits at The James Museum, The Museum of Fine Arts, The Dali Museum, and the Imagine Museum to short lead travel, lifestyle, and art outlets including (but not limited to):
 - **Architectural Digest**
 - **Forbes**
 - **Galerie**
 - **Oprah Magazine**
 - **PureWow**
- Conducted follow up for a pitch on family Spring Break travel, including the Clearwater Marine Aquarium and the “Visit Winter Package” at the Wyndham Grand Clearwater Beach, to short-lead travel, lifestyle and family outlets including (but not limited to):
 - **Family Traveler**
 - **Hello Giggles**
 - **Parents**
 - **POPSUGAR**
 - **Travel Channel**
- Drafted a pitch on St. Pete as a top beer destination to be included in an agency roundup that will be distributed in early April to outlets including (but not limited to):
 - **Boston Globe**
 - **Esquire**
 - **Imbibe**
 - **Thrillist**
 - **Saveur**
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
 - **RobbReport.com**, Brooke Porter Katz - Best Places to Travel this Summer
 - **Simplemost.com**, Brittany Anas - TripAdvisor Best Beaches
 - **The Telegraph**, Hannah Summers - Lesser-known Food Destinations
 - **TODAY.com**, Katie Jackson - Romantic Getaways in the U.S.
 - **TravelChannel.com**, Erin Gifford - 10 Secret Florida Destinations Where Tourists Can’t Find You

- **Women's Health**, Cassie Shortsleeve - Best Stateside Excursions for The Mermaid/Saltwater Princess and The Solo Adventurer

MISCELLANEOUS

- Submitted the destination for AFAR's Traveler's Choice Awards.
- Compiled and shared all coverage that resulted from as a result of TripAdvisor Best Beaches 2019 list.
- Held a call with Sara Lieter from CAM PR to discuss partnerships and collaboration ideas with Sirata Resort in 2019.
- Continued to add all coverage and journalists to SimpleView.
- Compiled a list of target outlets for 2019 media visits and discussed overall goals for 2019.
- Participated in bi-weekly conference calls with VSPC team to discuss initiatives including:
 - Royal Palms Chicago Event
 - Hotel Development
 - Art & Culture Updates
 - Upcoming Museum Openings & Exhibits
 - New Restaurant/Bar Updates