

PUBLIC RELATIONS REPORT
CENTRAL EUROPE
 Year-to-Date Overview for Fiscal Year 23/24

Summary Section:

YTD Total Hosted Media	1
YTD Press Releases / Pitches	1
YTD Media Assists (Reactive)	

YTD Overview of Activity

Media Visits (IPT and Group FAM):

Media Visit Number	Publication Name	FAM or IPT	Dates of Trip (MM/DD-MM/DD/YY)	Hotel Host Partners + Rate	Hotel Host Partners + Rate2	YTD Total Exposure	YTD Ad/Media Value	Result Status
1	Abenteuer Leben TV	IPT	10/17-10/21/23	Hilton Garden Inn St. Pete Beach, 149 USD per night	Hilton Garden Inn St. Pete Beach, 149 USD per night			Pending
Total						0	\$ -	

Media Assists (Reactive):

Media Name	Publication Name	Date of Request (MM/DD/YY)	Incoming Request Type (Images, etc.)	Partners Mentioned in Request	YTD Total Exposure	YTD Ad/Media Value	Results Status (Pending, Received)
Total					0	\$ -	

Press Releases/Pitches:

Press Release Number	Press Release Title (if not in English provide translation)	Date Press Release was Sent Out (MM/DD/YY)	Partners Mentioned (list ALL)	YTD Total Exposure	YTD Ad/Media Value	Notes
1	News from St. Pete/Clearwater	10/24/23	Coachman Park, Tampa Airport, The Dali, Enchant, Shuffleboard Club	0	\$0,00	

Total	0	\$	-	
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Media Reception/Mission:

Media Reception/Mission Name	Dates of Reception/Mission (MM/DD-MM/DD/YY)	Participating Partners	Number of Media Who Attended	YTD Total Exposure	YTD Ad/Media Value	Notes
Total				0	\$	-

Media Marketplace/Conference/Tradeshow:

Event Name	Date of Event (MM/DD/YY)	Participating Partners (if applicable)	Number of Media Who Attended	YTD Total Exposure	YTD Ad/Media Value	Notes
Visit Florida Media Breakfast Hamburg	10/14/23		15			
Total				0	\$	-

Integrated Campaign Efforts:

Campaign Name	Date of Campaign (MM/DD/YY)	Participating Partners (if applicable)	YTD Total Exposure	YTD Ad/Media Value	Notes
Total			0	\$	-