

# Rooster.

## Monthly Marketing/PR Report

ST. PETE/CLEARWATER

November 2023

## Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Monthly PR calls	Rooster took part in monthly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
BH&P mailing house	Rooster continues to liaise with mailing house.
Trade database	Roster continues to record all trade activity including face to face meetings, calls and campaigns on SimpleView.
Marketing and PR planning document	Rooster continues to update and review the document to ensure all opportunities are explored, evaluated and actioned.
Brand USA call	Rooster attended the monthly call.
Gaydio Introductory call	Rooster attended an introductory call to scope out potential partnerships. More details to be shared in December.

## Consumer & Trade engagement opportunities.

Activity	Description
<p>Brand USA Telegraph Advertorial (October 2023 – January 2024)</p>	<p>Rooster confirmed involvement in a partnership with The Telegraph to run from October through to January, in collaboration with Brand USA. Rooster and VSPC. Rooster submitted advertorial content (full-page ad, banner adverts, and video content) that is live and will be featured across their site until January.</p> <p><i>Status: Partnership live and ongoing, all assets and a wrap-up report to be shared following the conclusion of the campaign.</i></p>
<p>Brand USA Discovery Incentive (3-31 October)</p>	<p>Rooster confirmed involvement in a trade incentive programme in partnership with Brand USA for the month of October. The incentive will be live on the UK USA Discovery site and will enter each participant that completes their St. Pete/Clearwater training badge the opportunity to win 1 of 2 spots on an upcoming trade FAM trip.</p> <p><i>Status: Activity completed with winners announced. Highest open rate recorded in relation to other partners. Above average amount of training badges completed.</i></p>
<p>Brand USA Travel Week UK &amp; Europe (16-19 October)</p>	<p>Rooster attended (Daryll also in attendance) the Brand USA Travel Week US &amp; Europe. 39 meetings across the four days with key partners in the travel trade to promote St. Pete/Clearwater. We discussed partnership/collaboration opportunities for the upcoming years activity with existing partners along with new potential tour operators.</p> <p><i>Status: Event complete, Rooster have continued follow-up conversations from the show.</i></p>

## Consumer & Trade engagement opportunities.

Activity	Description
HolidayPirates	<p>Rooster worked on a destination awareness campaign with HolidayPirates that included the creation of a full editorial destination feature that will remain live on site beyond the campaign. Other activities include homepage banners, deal promotions, social posts a solus email and App banners/push notifications.</p> <p><i>Status: Campaign completed. Awaiting post campaign report which will be shared once received.</i></p>
Budgy Smugglers Brand Partnership	<p>Rooster reached out to Budgy Smuggler about working together on a potential brand partnership. An initial call was held to introduce the brand and the destination. Ideas about how the partnership would work as well as the benefits of partnering to both sides were also discussed.</p> <p><i>Status: Interest in partnering confirmed from Budgy Smuggler, further information on partnership possibilities provided by Budgy Smuggler's to be shared with VSPC.</i></p>

## Consumer & Trade engagement opportunities.

Activity	Description
<p>VSPC Trade FAM Trip (15-19 November 2023)</p>	<p>Rooster hosted a trade FAM trip to St. Pete/Clearwater, visiting key partner hotels, attractions, and restaurants. Participants featured included two Travel Counsellors, and agents from Ocean Florida, Trailfinders, and Flight Centre.</p> <p><i>Status: Trip complete. Rooster has added each agent to the SimpleView database, followed-up and thanked each partner involved with the trip, and shared key selling sheets with each attendee.</i></p>
<p>Vacations To America Product Trip (9-13 October 2023)</p>	<p>Rooster were contacted by the Directors of Vacations To America off the back of a meeting at IPW. Rooster assisted in organising their stay as well as facilitating meetings with key suppliers.</p> <p><i>Status: Trip complete, awaiting feedback</i></p>
<p>USATours.DK Trip (11-12 November 2023)</p>	<p>Rooster were contacted by the Product Director of USATours.DK off the back of a meeting at IPW. Rooster assisted in organising a stay for two of their agents as part of the companies own Florida FAM trip.</p> <p><i>Status: Trip complete, awaiting feedback</i></p>

## World Travel Market activity.

Activity	Description
WTM (6 <sup>th</sup> – 9 <sup>th</sup> November 2023)	<p>Rooster liaised with both VSPC and Visit Florida regarding St. Pete/Clearwater's involvement in WTM following instruction to attend. Turnkey space secured at the Visit Florida stand.</p> <p>Rooster assisted with the booking process of the delegation's accommodation, transfers and flights for WTM. Full itineraries were presented with the schedule including meetings and restaurant bookings along with WTM for each member of the VSPC delegation.</p> <p>Rooster organised and attended meetings with key tour operator and industry partners with the delegation on Monday and Tuesday as well as the Visit Florida signature WTM dinner reception.</p> <p>On Wednesday, VSPC attended Rooster's office to present a review of activities for the year as well as the plan for 2023/2024. The stand was also attended by VSPC on this day to ensure a constant presence.</p> <p><i>Status: Event complete including all follow ups.</i></p>

## World Travel Market activity.

Activity	Description
WTM Awareness	<p>Ahead of WTM Rooster conducted several campaigns to raise awareness of the destination before the show, working with HolidayPirates, Escapism and Travel Mole.</p> <p>HolidayPirates activity was timed to be live on the homepage throughout WTM with special featured offers running.</p> <p>VSPC were featured in Escapism, a well renowned travel publication with a glossy print magazine and an inspiration-led website. The magazine was circulated at the show and available also on general sale across the UK.</p> <p>Travel Mole Zoom interview with Brian Lowack was distributed to their email database of trade partners and on the Travel Mole website. Follow up email solus sent through containing VSPC destination content.</p> <p><i>Status: Activities complete with Escapism follow up email feature planned for December.</i></p>

## Trainings, meeting and events.

Activity	Description
November 2023 TDC meetings	<p>Rooster attended TDC meetings held in-person in St. Pete/Clearwater. Presented on FY 22/23 highlights, SWOT and a look-forward to FY2023-2024 planned activity.</p> <p><i>Status: Completed.</i></p>
Travel Gossip 'USA Bootcamp' Online Training	<p>Rooster assisted in the creation of a landing page to educate agents on the destination through content and imagery. Rooster also attended and presented during a series of online livestreamed training presentations alongside other US destinations with Travel Gossip. This involved tailoring our presentation offering, presenting over a 15-minute period, followed by a Q&amp;A.</p> <p><i>Status: Campaign page live and USA Bootcamp webinar session complete, recording and feedback to be shared in December.</i></p>
Gold Medal Florida Brochure Launch	<p>Rooster worked with Gold Medal to create a landing page, email features, twin centre deals, social activity, window boards as well as Trade press inclusions. Rooster also carried out a live training webinar for agents with 30+ agents in attendance.</p> <p><i>Status: All activities signed off and running until the end of December with the webinar training session complete. Feedback to be shared post campaign.</i></p>



## Trainings, meeting and events.

Activity	Description
Destinations London (1 <sup>st</sup> – 4 <sup>th</sup> February 2024)	<p>Attendance at the show confirmed. Rooster have been working with the Destinations London to use their channels to promote the destination. Destination content and offers shared to feature across their website and over email features ahead of the show.</p> <p><i>Status: Rooster to continue to liaise with the Destinations team to provide all needed assets ahead of the show.</i></p>
<p>USA Travel Show Scandinavia B2B/Media (28<sup>TH</sup> February – 1<sup>st</sup> March 2024)</p> <p>Swansons 20<sup>TH</sup> America Travel Day B2C (2<sup>nd</sup> March)</p> <p>FDM Travel USA Event B2C (3<sup>rd</sup> March)</p>	<p>Annual show, attracting travel agents, tour operators, media, and content creators. Welcome reception, news conference, 1-1 pre booked meetings, evening workshop. Tour operator panel future of long-haul travel &amp; networking events. Copenhagen.</p> <p>Set to continue being the biggest consumer America Travel Show in Sweden.</p> <p>The only B2C event in Denmark focusing on the USA only, in Copenhagen.</p> <p><i>Status: Attendance confirmed, Rooster to continue to liaise with organisers to secure accommodation etc.</i></p>

## Newsletters.

Activity	Description
Consumer database	'Winter on the Gulf Coast in St. Pete/Clearwater'. Shared with a database of 14,464 with an open rate of 18.1%.
Trade database	'Winter on the Gulf Coast in St. Pete/Clearwater'. Shared with a trade database of 620.

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These fantastic Florida attractions are all FREE

The Fred Marquis Pinellas Trail Loop, St Pete/Clearwater



Visit St Pete/Clearwater

Stretching from Tarpon Springs in the north to St Petersburg in the south is this 75-mile (120km) protected green space that follows an abandoned railway corridor. It's a peaceful trail where walkers, joggers, cyclists and skaters unite on its paths to enjoy the local nature and explore its distinctive towns. The loop was recently completed with the opening of the 6.7-mile (11km) North Gap path.

Coverage highlights.

View the CoverageBook here.

escapism



COAST STORY: [clockwise from left] The stunning powder blonde beaches and Gulf Coast waves of Clearwater; Pier 60 at sunset with its trademark rainbow-coloured umbrellas; stand-up paddleboarding to remote Egmont Key

ETERNAL SUNSHINE

Zoom in on Florida's west coast and you'll find an exceptional stretch of beach, with exciting communities, amazing food and drink, and some of the most fascinating culture in the state

CRAB THE KIDS, your best mates, your partner or simply your hat: St. Pete / Clearwater is calling, and this isn't a destination you're going to want to miss. Boasting 35 miles of some of America's best beaches and currently holding the Guinness World Record for the longest run of non-stop days of sunshine (a whopping 768 to be exact), St. Pete/Clearwater has got the goods and the climate required to enjoy them.

Less than a 30 minute drive from Tampa - which is serviced by regular direct flights from London on both BA and Virgin - this paradisaical oasis beckons. And while those endless stretches of award-winning powder beaches are reason enough to entice sun-seeking travellers, there is so much more to this region than just its good looks.

Earn your afternoon on a sun lounger and explore a little further afield, diving under the surface of this area of natural abundance. Don your walking shoes and set your sights on one of the many state

parks - like Honeymoon Island, a 385-acre enclave connected to the mainland by the Dunedin Causeway, named because - you guessed it - the island's immense beauty and hideaway feel made it a boon to advertise to newlyweds looking for an escape to enjoy their loved-up bubble. Not feeling so starchy-eyed? Neighbouring state park Caladesi Island is home to over 600 acres of near-untouched nature reserve, patchworked with walking trails and only accessible by boat.

Fancy your time outdoors with a dose of adrenaline? Set sail for the horizon on one of the many fishing charters on offer in the area. The bathtub temperatures of the Gulf waters are a joy for marine life - the coastline around St. Pete/Clearwater alone is home to over 300 species. Drop a line, crack a beer and set about earning that evening's dinner - we promise that when you work harder for it, food tastes all the better.

Away from the sunny shores, culture and hospitality abound. The region alone is

home to over 40 craft breweries, which led to the development of the craft beer trail. Running from Tarpon Springs to Treasure Island it takes thirsty visitors on a journey in pursuit of the area's best pints. Bringing the kids along? Ditch the hop hunting and head out on a mural tour with a local artist that showcases St. Pete's vibrant street art scene. Or, educate them on the distinctive geography of the region with a trip to Tampa Bay Watch Discovery Centre - an interactive wet classroom aimed at educating visitors on the area's unique ecosystem, local marine wildlife and the interconnected role we all have in marine conservation.

We haven't even started on the thriving restaurant scene, the world-class golf courses and perhaps the piece de resistance: the St. Pete Shuffleboard Club, which just so happens to be the oldest and largest in the world. You'll just have to jump on a plane and discover them for yourself. ♦ visitstpeteclearwater.com

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# Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
01.11.23	Escapism	50,000	Eternal Sunshine (Print advertorial)
15.11.23	LoveExploring	335,000	<a href="#">These fantastic Florida attractions are all FREE</a>
17.11.23	Escapism	36,532	<a href="#">Eternal Sunshine</a>

## Media materials and liaison.

Activity	Description
Proactive pitching / media meetings	<p>Rooster pitched specific angles of the destination to various travel, trade and consumer media. Angles included winter sun and new openings for 2024.</p> <p><i>Status: Ongoing.</i></p>
Pitch: Late deals to St. Pete/Clearwater	<p>Rooster drafted a pitch including a late deal to St. Pete/Clearwater from Ocean Florida. This was pitched to key travel deals media.</p> <p><i>Status: Ongoing – Rooster continues to regularly pitch late deals to media.</i></p>
Press release: WTM New & Now	<p>Rooster edited November New &amp; Now for UK market, ready for distribution at WTM 2023.</p> <p><i>Status: Complete.</i></p>
Press release: What's new in SPC in 2024	<p>Rooster drafted and shared next release on 'What's new in SPC in 2024'.</p> <p><i>Status: Ongoing – to be pitched to media in December.</i></p>

**Media materials and liaison.**

Activity	Description
Advertorial: Escapism	<p>Rooster finalised advertorial and discussed possible press trip with travel editor, Nick Savage. Additional editorial coverage confirmed in Escapism online and in print (50,000 circ, 36,542 MUU) and Square Mile.</p> <p><i>Status: Complete – advertorial secured.</i></p>
Interview: Selling Travel	<p><i>Rooster organised interview for Brian with travel trade publications, Selling Travel, while at WTM.</i></p> <p><i>Status: Ongoing – awaiting coverage.</i></p>
Meeting with BA Holidays PR team	<p>Rooster met with BA Holidays PR team at WTM to discuss press stay opportunities in 2024 and planned activity for the new year. BA Holidays keen to support media FAM in May 2024. Rooster has followed-up with the BA team and will continue to liaise with the team on press trip opportunities going forward.</p>

## Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster discussed new press trip target list with clieny, refined list following client feedback.</p> <p><i>Status: Outreach to continue in December.</i></p>
Press trip: International Property & Travel	<p>Rooster continued to liaise with Lisa Douglas from <b>International Property &amp; Travel</b> post stay at the JW Marriott. Journalist Lisa Douglas, stayed at the property from 20-22 October 2023. Rooster shared images/lead-in rates with Lisa post-visit.</p> <p><i>Status: Press trip complete, to share coverage once it is live.</i></p>
Press trip: Jane Anderson, Prima Magazine	<p>Rooster pitched media stay to Jane Anderson from <b>Prima, Good Housekeeping, and Family Traveller</b> who is interested in visiting SPC next March or summer with her family.</p> <p><i>Status: Ongoing - MAF currently with Jane Anderson to complete.</i></p>
Press trip: The Herald Scotland	<p>Rooster liaised with freelance travel journalist Mhairi Clarke on possible press trip for Scottish national newspaper, <b>The Herald</b>, with a focus on the community of Dunedin.</p> <p><i>Status: Commission with The Herald confirmed – MAF currently with Mhairi Clarke to complete.</i></p>

**Broadcast opportunities.**

Activity	Description
<p>ITV 'A Taste of Florida' opp</p>	<p>Rooster confirmed participation in the ITV broadcast TV show opportunity in collaboration with Visit Florida. This also includes Gold Sponsorship of the WTM Visit Florida Signature Dinner, for a combined cost of £25,000.</p> <p>This is a five-part food and travel series on ITV airing in February 2024. ITV is one of the top British free-to-air TV networks and is very popular across the country, and they estimate this show will reach between 7-9 million UK viewers.</p> <p>The Friendly Fisherman and Brick Street Farms will be featured in the episode, with Jimmy (the host of the show) also heading to Fort De Soto in St. Pete/Clearwater to create and cook a dish.</p> <p>Rooster has provided additional b-roll footage of the destination to support the show (given the weather during filming).</p> <p><i>Status: Filming complete, Rooster will continue liaising with the ITV and ROMP team post-filming, ensuring the team has all they need. Final air date to be confirmed.</i></p>



# Rooster.

Please feel free to contact any member of the VSPC team should you have any queries or concerns regarding this report.

Jayne Brooke, Marketing Director

Charlotte Wright, Account Director

Ben Williams, Marketing Manager - Destinations

Rosie Crass, Account Manager

Peter Gregory, Senior PR & Marketing Executive

[TeamVSPC@rooster.co.uk](mailto:TeamVSPC@rooster.co.uk)

+44 (0)20 3440 8930

[www.rooster.co.uk](http://www.rooster.co.uk)

[@RoosterPR](https://www.instagram.com/RoosterPR)

The Ministry

79-81 Borough Road

London SE11DN

