

Rooster.

Monthly Marketing/PR Report

ST. PETE/CLEARWATER

February 2024

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 and forward monthly reports.
Trade database	Rooster 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.

Consumer & Trade engagement opportunities.

Activity	Description
IPW	<p>First round of appointment selection has been completed for the UK, Irish and Scandinavian markets. A further round will follow prior to the deadline of 22nd March. Both accommodation and flights have been booked.</p>
HolidayPirates	<p>Rooster worked on a destination awareness campaign with HolidayPirates that included the creation of a full editorial destination feature that remains live on site beyond the campaign. Other activities included homepage banners, deal promotions, social posts, a solus email and App banners/push notifications.</p> <p>Status: Complete. The campaign reached 743,100 and performance exceeded expectations including triple magazine article views and almost double the Instagram reel views in comparison with Tampa Bay. Awaiting 3rd party booking stats from participating partners. Chased in February with full performance expected in March.</p>
Virgin Holidays Florida Campaign (May – June 24)	<p>Rooster and VSPC have committed to a Florida campaign as one of 7 partners, including Visit Florida, Experience Kissimmee, Tampa Airport, Visit Tampa Bay, Visit Orlando & Universal Orlando. The campaign will have a media value of \$0.5 Million and will predominantly focus on paid social and YouTube advertising.</p> <p>Status: Campaign agreed, with timelines shared. Awaiting content for approval.</p>

Consumer & Trade engagement opportunities.

Activity	Description
Group Trade FAM	<p>Rooster began discussions with Visit Kissimmee and Discover Crystal Rivers regarding a collaborative Trade FAM, scheduled for June 2024, with 3-nights in St. Pete/Clearwater, and 2 or 3 nights in either Kissimmee or Crystal Rivers.</p> <p>Status: Confirmed interest in partnering with discussions ongoing.</p>
USATours.DK Trip (11-12 November 2023)	<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>Status: Trip complete, the agents had a great experience and promoted their trip on social media. Content to follow in March following the visit.</p>
Travel Gossip 'USA Bootcamp' Online Training	<p>Rooster assisted in the creation of a landing page to educate agents on the destination. Rooster also attended and presented during a series of online livestreamed training presentations. This involved tailoring our presentation offering, presenting over a 15-minute period, followed by a Q&A. Rooster have assisted in launching a competition that involved agents answering destination questions for a chance to win a place on an upcoming FAM trip. The competition had a data capture element as well as destination awareness and agent education.</p> <p>Status: Complete. One of Travel Gossips best performing campaigns to date with excellent engagement. The campaign reached 7,914 agents via social, with 24,717 ad impressions and 552 post engagements including 464 link clicks to the competition landing page. The competition attracted 664 entries.</p>

Consumer & Trade engagement opportunities.

Activity	Description
Selling Travel	<p>Visit Florida are working with Selling Travel to produce a Florida Travel guide for UK agents. The print run will include 53k copies. There will also be a digital feature on the Selling Travel website with an estimated 8k visitors per month and will also be promoted to 26k email subscribers. VSPC will be featured in the publication in several different formats.</p> <p>Status: Ongoing. Full page advertorial briefed into the team at Selling Travel by Rooster and sent through with suggested copy, imagery and CTAs.</p>
Unite USA (March 12 th)	<p>Rooster confirmed attendance at an event for UK and European-based tour operators and US suppliers: tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies.</p> <p>Held in central London, this popular event provides the perfect platform for the key decision-makers to hold pre-scheduled, one-to-one meetings at the start of the busy contracting period.</p> <p>Status: In Progress. Meeting Schedule close to finalised, schedule to be shared ahead of meetings, with follow up notes shared post-event.</p>

Consumer & Trade engagement opportunities.

Activity	Description
Icelolly/Travel Supermarket Campaign (March 2023)	<p>Rooster confirmed a brand awareness campaign with both Ice Lolly and Travel Supermarket, leading holiday comparison websites in the UK. The campaign will include a St. Pete/Clearwater microsite on both pages, social, email as well as app notifications and a Home Page Takeover.</p> <p>Status: Ongoing. Proposed microsite sent through with amends in progress. Campaign to launch in March</p>
Swanson's Winter Campaign (December 2023 – January 2024)	<p>Last-minute joint campaign that promoted St. Pete/Clearwater in a crucial booking period and that encouraged sales staff to focus on the destination and actively encourage customers to include St Pete/Clearwater in their itineraries.</p> <p>Florida is a top selling destination in Sweden and at Swanson's, and by engaging during crucial bookings months, we aimed to increase agent bookings across the board. The campaign involved social content, newsletters, an audit of their offering and more.</p> <p>Status: Complete and awaiting report. To be shared in March</p>

Consumer & Trade engagement opportunities.

Activity	Description
Family Traveller (Q1 2024)	<p>Family Traveller is a multi platform award-winning lifestyle brand which targets parents via inspiring content in order to maximise their time together. The target audience is aged 28-50 affluent mothers with children aged 0-15 years.</p> <p>Rooster approved all campaign deliverables with Family Traveller and Brand USA. The campaign launched this month and comprises of three digital content pieces, an interactive destination quiz, a holiday competition (with data capture), print advertorial, banners and solus email.</p> <p>Rooster sourced 7 free nights from the Wyndham Grand to use as part of the prize giveaway.</p> <p>Status: Ongoing, campaign has launched and links to the activity have been shared with VSPC.</p>
Adara/Brand USA	<p>Rooster are working on a joint digital campaign with Adara to promote VSPC across UK, Ireland and Scandinavia, scheduled to run until the end of April.</p> <p>Status: Campaign ongoing. New creatives sent through, to be tested against results of existing assets to see if they can improve the success of the ads. To follow-up in March 2024 with updated results.</p>

Trainings, meeting and events.

Activity	Description
<p>Destinations London (1st – 4th February 2024)</p>	<p>Rooster attended the Destinations London show across all 4 days. Ahead of the show Rooster worked with the Destinations London team to use their channels to promote the destination. Destination content and offers were shared to feature across their website and over email features ahead of the show.</p> <p>Status: Complete. Rooster attended the show across the four days, running a competition to win a free branded goodie bag to encourage data capture. Rooster selected the winner, sent out the prize and have designed an email to send to the other entrants.</p>
<p>USA Travel Show Scandinavia B2B/Media (29th February – 1st March 2024)</p> <p>Swansons 20th America Travel Day B2C (2nd March)</p> <p>FDM Travel USA Event B2C (3rd March)</p>	<p>Rooster attended the annual show which attracts travel agents, tour operators, media, and content creators. This included a welcome reception, news conference, 1-1 pre booked meetings and an evening workshop. Rooster also attended an operator panel on the future of long-haul travel & networking events. Copenhagen.</p> <p>Rooster attended the largest consumer America Travel Show in Sweden and provided a presentation in front of an audience of Swedish consumers.</p> <p>Rooster attended the only B2C event in Denmark focusing on the USA and provided a presentation in front of an audience of Danish consumers.</p> <p>Status: Trip complete, notes to be shared in March. To follow-up with key contacts.</p>

Trainings, meeting and events.

Activity	Description
TTG & Visit Florida Activity	<p>A last-minute opportunity arose to be involved in some activity in conjunction with Visit Florida and TTG that includes agent training, a feature in Selling Travel as well as involvement in a promoted competition and brand awareness across the TTG Top 50 Travel Agencies ceremony and website.</p> <p>Status: Ongoing. Campaign microsite live with live training completed and shared with VSPC. Activity to continue in March.</p>
Florida Huddle	<p>Rooster compiled background information, notes and updates for each of the potential meetings for Rose on UK/Ireland/Scandinavian tour operators at Florida Huddle. Review notes were sent through by Rose and have since been actioned with follow ups where relevant by Rooster.</p> <p>Status: Complete. Rooster followed up where relevant and have booked in meetings to further progress conversations at Unite USA.</p>
TourAmerica.IE & The Travel Suite	<p>Rooster met with the TourAmerica.IE team, and their sister brand 'The Travel Suite' to provide an in-person training session to their team. Whilst at their office Rooster delved deeper into the key selling points of the destination and discussed future marketing opportunities.</p> <p>Status: Online full-team training session set up for 6th March 2024.</p>

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Monthly activity.

Newsletters.

Activity	Description
Consumer database	'Watch St. Pete/Clearwater on your TV!'. Shared with a database of 11,512 with an open rate of 24.2%.
Trade database	'Watch St. Pete/Clearwater on your TV!'. Shared with a trade database of 793.

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Coverage highlights.

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Bella

Closer

The hotspots you need to visit in 2024, according to a travel editor



Sunsets in Florida

It's no surprise to us that St Pete/Clearwater in Florida has recently been voted the number two trending destination in the US by TripAdvisor for 2024.

Combining the two places in one trip makes it a fun time for anyone who loves sunshine, great food and warm waters. Besides this, both places are bursting with

rich culture, 35 miles of white sandy beaches, and the most hypnotising sunsets you'll ever see. You'll also get to enjoy local, fresh seafood, spot dolphins in the warm waves, and take in a world of art in Downtown St. Pete.

Stay seven nights at Holiday Inn and suites Clearwater with return from London Gatwick with British Airways from £1,245 per person. Book at [ocean-florida.co.uk](#).



[bellamagazine.co.uk](#) Bella 33

ABOUT TIME .

The Lowdown: Tucked away on a sun-drenched peninsula between Tampa Bay and the Gulf of Mexico lies [St. Pete / Clearwater](#) - a collection of 24 communities which perfectly weaves the great outdoors with an incredible art scene.

What to Do: Visitors are spoilt for choice with an award-winning 35-mile stretch of coastline on which to kick back and relax including National State Parks: [Honeymoon Island](#) (ideal for nature lovers looking to spot eagles, great horned owls and gopher tortoises or hike the three-mile trail through one of the last remaining virgin slash pine forests) and [Caladesi Island](#) (one of the few untouched islands along the Gulf Coast and only accessible by boat). St. Pete is also an artistic enclave which is home to eight museums and 532 pieces of stunning street murals with Downtown St. Pete preparing for the 10th anniversary of the [SHINE Mural Festival](#) in October 2024. Visitors can also check out [The Dali Museum's](#) unparalleled collection of Salvador Dali's works, including the recently launched, [Dali Alive 360° Dome](#), a multi-sensory immersive experience enveloping visitors in 360 degrees of light and sound. Another must-visit is the [Imagine Museum](#) which features contemporary glass art exhibits from around the world or the [Chihuly Collection](#), the first installation of Dale Chihuly's art.

It's no surprise to us that St Pete/Clearwater in Florida has recently been voted the number two trending destination in the US by TripAdvisor for 2024. Combining the two places in one trip makes it a fun time for anyone who loves sunshine, great food and warm waters. Besides this, both places are bursting with rich culture, 35 miles of white sandy beaches, and the most hypnotising sunsets you'll ever see. You'll also get to enjoy local, fresh seafood, spot dolphins in the warm waves, and take in a world of art in Downtown St. Pete. Stay seven nights at [Holiday Inn](#) and suites Clearwater with return from London Gatwick with British Airways from £1245 per person.



THE Picture-postcard resort of St Pete/Clearwater in Florida has been named TripAdvisor's No2 trending destination in the US for 2024, making this year the perfect time to discover all it has to offer.

With 35-miles of award-winning white sugar sand beaches the Sunshine City has one for just about everyone, whether it's romance and quiet you're after or adventures and activity you'll find in the Floridian paradise.

news

You'll have plenty of room to enjoy the wide expanse of huge Clearwater Beach, and if it's nature you're after, then head to Caladesi Island and its state park and for small town charm you can't beat Indian Rocks Beach or the little gem that is Pass-A-Grille.

Don't miss Fort de Soto State Park and its spooky ex-war rooms. St. Pete Beach has been voted the No1 Beach in the US, and

No5 in the world in Tripadvisor's Travellers Choice Awards in previous years. It's ideal for those who want to be at one with the azure sea and powder white sands.

Brian Lowack, President and CEO of Visit St. Pete/Clearwater, says: "With year-round sunshine, milestone celebrations on the calendar, and fun for all ages in the destination, 2024 is going to be a great year for travellers to head to the jewel of the Sunshine State - St. Pete/Clearwater."

See [visitstpeteclearwater.com](#).



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Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
02.10.24	The Scottish Sun	154,000 circ	THE Picture-Postcard Resort
02.19.24	About Time	76,900 MUU	About Time Guide: Five U.S. Destinations to Visit in 2024
02.26.24	Closer	764,000 MUU	The hotspots you need to visit in 2024, according to a travel editor
02.27.24	Bella	106,000 circ	Sunsets in Florida

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. See full PR report for more details.</p> <p>Status: Ongoing.</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>Status: Ongoing – Rooster continues to regularly pitch late deals to media.</p>
Press release: A Guide to the Best Beaches in the Sunshine City	<p>Rooster finalised and distributed next release on 'My job, it's just beach...' St. Pete/Clearwater has the perfect beach for all (including Ken)'. </p> <p>Status: Complete – distributed with targeted follow-ups, to save content for future pitching.</p>
Pitch: Firestone Grand Prix	<p>Rooster drafted a pitch for the upcoming Firestone Grand Prix, encouraging British motor fans to opt for a week in the Sunshine City, for a fraction of the cost of a Formula 1 ticket. This includes a deal from British Airways</p> <p>Status: Ongoing – distributed to key travel, trade, and motoring publications. To review results / imagery to see whether additional pitching can go ahead.</p>

Media materials and liaison cont.

Activity	Description
Pitch: 'Multi-Gen Holidays'	Rooster drafted and pitched St. Pete/Clearwater to The Telegraph for inclusion in a 'Multi-Gen Holidays' feature. Status: Complete – coverage pending.

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster discussed new press trip target list with the client and refined the list following feedback. Rooster began pitching individual press trips.</p> <p>Status: Outreach ongoing – Rooster to continue targeting new publications.</p>
Press trip: Jane Anderson, Prima Magazine	<p>Rooster pitched media stay to Jane Anderson from Prima, Good Housekeeping, and Family Traveller who is interested in visiting SPC next March or summer with her family.</p> <p>Status: Ongoing – MAF currently with Jane Anderson to complete, chased in February.</p>
Press trip: The Herald, Scotland	<p>Rooster liaised with freelance travel journalist Ailsa Sheldon on possible press trip for Scottish national newspaper, The Herald, with a focus on Dunedin.</p> <p>Status: Final itinerary to be developed for press trip alongside partners in Dunedin.</p>
Press trip: Helen O’Chyra, The Times	<p>Rooster pitched media stay to Helen O’Chyra, a freelancer for The Times, who is interested in visiting SPC in October on a twin-centre collaboration with Kissimmee.</p> <p>Status: Ongoing – followed-up in February, awaiting dates.</p>

Media and influencer trips.

Activity	Description
Press trip: Qin Xie	<p>Rooster pitched a media stay to freelance travel journalist Qin Xie centred around downtown St. Pete as a top spot for young travellers. Conversations continue, Qin has availability from April-onwards.</p> <p>Status: Ongoing – awaiting response on dates.</p>
Press trip: The Scottish Sun	<p>Rooster liaised with Heather Lowrie from The Scottish Sun following interest in a family press trip, which would result in two destination reviews (one on St. Pete, one on Clearwater).</p> <p>Ongoing: Opportunity presented, to put together costings and evaluate.</p>
Group press trip: May 2024	<p>Rooster began discussions with Discover Crystal River regarding a collaborative media FAM, scheduled for 15-20 May 2024, with 3-nights in St. Pete/Clearwater, and 2-nights in Crystal River. The angle of the trip revolves around nature and wildlife.</p> <p>Rooster is continuing to pitch to secure attendees. LoveExploring and Cosmopolitan have confirmed participation, with interest from others.</p> <p>Status: Attendee pitching continues, to secure accommodation and begin on an itinerary.</p>

Broadcast opportunities.

Activity	Description
<p>ITV 'A Taste of Florida'</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 provided additional b-roll footage of the destination to support the show (given the weather during filming).</p> <p>Status: Episode aired on 14 February and shared with the VSPC team following. Rooster to follow-up with Gosh PR and ROMP regarding further dates the show will be aired and with feedback collated from VSPC.</p>

Broadcast opportunities.

Activity	Description
<p>Gaydio (Brand USA)</p>	<p>Rooster confirmed participation in a campaign with popular LGBTQ+ UK radio station, Gaydio.</p> <p>This involves arranging a FAM for the Gaydio team, for promotion of the area ahead of Pride month in June, with an onsite broadcasting of their show from St. Pete/Clearwater. Whilst in-destination, the Gaydio team will interview local LGBTQ+ figures of note for inclusion in the radio show. These will play 30x per week for 3-weeks post campaign.</p> <p>In addition, social posts will be uploaded during their 4-night stay, a SOLUS email sent out to their database, post-campaign promotion of the show which can be listened to online, a 2-week competition with promotion, and more. This has all been shared to the St. Pete/Clearwater team for review and approval and can be accessed there. Brand USA budgets are to be used.</p> <p>Status: Flights confirmed. Rooster drafted introductory email for in-destination partners to confirm the accommodation for the trip (The Saint), conversations continue. Rooster to discuss desired itinerary points with Jason and Gaydio to secure the direction of the trip before reaching out to partners.</p>

Media events.

Activity	Description
<p>IMM London</p>	<p>IMM London is a media engagement event taking place 19-20 February in London. Rooster will secure 1:1 media appointments with press and bloggers during the two-day show for Jason and one Rooster representative.</p> <p>Rooster finalised the scheduling of appointments and meetings throughout the event, along with updating the 2024 'New & Now'.</p> <p>Rooster provided Jason with the event details, schedule requirement, updating talking points, provided a brief ahead of his arrival, and attended .</p> <p>Status: Event complete with thorough follow-ups with each meeting appointment – to firm in on press trip/editorial opportunities made as a result of IMM.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Joanna Whitehead (Freelance, <i>The Independent</i>) - FAM • Matthew Figg – (Freelance, <i>Nat Geo Traveller</i>, <i>The i</i>) - FAM • Jeremy Flint (Freelance, <i>Nat Geo Traveller</i>, <i>TimeOut</i>) - FAM • Marc Shoffman (Freelance, <i>The i</i>, <i>Mail on Sunday</i>) - FAM • Carly Honeyfield (Bauer Media) – FAM • Katherine Masters (TTG) – editorial opportunities with trade FAMS and our new CMO • Matthew Hayhoe (Travel Bulletin) – trade releases (CMO)

Media events.

Activity	Description
Dublin Meet the Media	<p>Dublin Meet the Media is a media engagement event taking place on 7 February in Dublin. This event sees top Irish media and bloggers meet on one day for 1:1 appointments.</p> <p>Rooster finalised the scheduling of appointments and took meetings throughout the event and produced a 'New & Now' fit to the Irish market.</p> <p>Status: Event complete with Rooster attendance. Rooster has followed-up with all media/influencers met at the event, and has progressed discussions around editorial/press trip opportunities.</p>

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

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