

Rooster.

Monthly Marketing/PR Report

ST. PETE/CLEARWATER

January 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.
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.
Travel Weekly Globe Awards	Rooster attended on behalf of VSPC as a guest of Visit Florida

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 went live and was featured up to and including January.</p> <p>Status: Partnership has now been completed, all assets and a wrap-up report to be shared 90 days after campaign completion.</p>
<p>HolidayPirates</p>	<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. To follow up in February with full performance.</p>
<p>Travel Mole</p>	<p>Rooster worked with Travel Mole on a mini campaign ahead of WTM including an interview with Brian, promotion on their website as well as solus email activity.</p> <p>Status: Complete. Solus Broadcasted to 66,879 Opens 18,547 Clicks 787 In total there were 1,254 visits to VSPC's Partner Zone Content Hub</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, awaiting feedback, followed-up in January with no response, to follow up again in February 2024</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&A. Rooster have assisted in launching a competition, running until 16th February 2024 that involves agents answering questions about the destination for a chance to win a place on an upcoming FAM trip. The competition has a data capture element to it which will help grow our trade database as well as destination awareness and agent education.</p> <p>Status: Campaign page and competition page live, with the USA Bootcamp webinar session complete and recording shared with initial stats. To follow-up in February with competition entries and updated stats.</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. There's an opportunity for VSPC to be featured in the publication in several different formats.</p> <p>Status: Participation confirmed using Brand USA funds. Full page advertorial to be briefed into the team at Selling Travel by Rooster in February.</p>
Swanson's Winter Campaign (December 2023 – January 2024)	<p>This last-minute joint campaign is promoting St. Pete/Clearwater in a crucial booking period and encourages the sales staff to focus on the destination and actively encourage customers to include St Pete/Clearwater in their itineraries.</p> <p>Florida continues to be a top selling destination in Sweden and at Swanson's, and by engaging during crucial bookings months, we aim to increase agent bookings across the board. This campaign involves social content, newsletters, an audit of their offering and more.</p> <p>Status: Campaign ongoing, Rooster has worked with the Swanson's team to refresh their destination page with updated imagery and content as well as signing off campaign assets. Campaign report to be shared in February after the activity has been completed.</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 finalised campaign deliverables with Family Traveller and Brand USA. The campaign will launch in Q1 and comprise of three digital content pieces, interactive destination quiz, holiday competition (with data capture), print advertorial, banners and solus email.</p> <p>Rooster has sourced 7 free nights from the Wyndham Grand to use as part of the prize giveaway.</p> <p>Status: Participation confirmed, Rooster has been working on assets to go live with the Family Traveller team. The campaign will launch in February.</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. Successfully changed contract and have requested new creatives from VSPC to ensure success of the campaign. To follow-up in February 2024 with updated with latest results.</p>

Trainings, meeting and events.

Activity	Description
Destinations London (1 st – 4 th February 2024)	<p>Attendance at the show confirmed. Rooster have been working with the Destinations London team 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. Offers and destination information will continue to be featured post show as well.</p> <p>Status: Rooster liaised with the Destinations team to provide all needed assets ahead of the show. Rooster will attend the show across the four days, running a competition to win a free branded goodie bag to encourage data capture.</p>
<p>USA Travel Show Scandinavia B2B/Media (28TH 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>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 & 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>Status: Attendance and itinerary confirmed. Materials will be sent to the venues in advance of each show.</p>

Trainings, meeting and events.

Activity	Description
TTG & Visit Florida Activity	<p>A last-minute opportunity has arisen 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: Rooster reviewing the opportunity which will be shared in more detail in February.</p>
Florida Huddle	<p>Rooster have compiled background information, notes and updates for each of the potential meetings for Rose on UK/Ireland/Scandinavian tour operators</p> <p>Status: Completed</p>
Gold Medal Florida Brochure Launch	<p>Rooster worked with Gold Medal (B2B) 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>Status: All activity complete with above average open rates on all email activity.</p>

Newsletters.

Activity	Description
Consumer database	'Happy New Year from St. Pete/Clearwater'. Shared with a database of 14,360 with an open rate of 33.9%.
Trade database	'Happy New Year from St. Pete/Clearwater'. Shared with a trade database of 803.
Consumer database (Part 2)	'Romantic Getaways on the Gulf Coast in St. Pete/Clearwater'. Shared with a database of 14,181 with an open rate of 5.4%*.
Trade database (Part 2)	'Autumnal Escapes to St. Pete/Clearwater'. Shared with a trade database of 798.

*Issue with SimpleView and Act-On detected, which has caused a decrease in engagement. Rooster has begun an investigation with in-house IT and SimpleView to resolve the issue.

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Coverage highlights.

[View the CoverageBook here.](#)



JW MARRIOTT CLEARWATER BEACH RESORT & SPA

Prepare for an extraordinary journey at JW Marriott Clearwater Beach Resort & Spa in Florida, USA. This celestial hotel graces the southern tip of a pristine beach, masterfully blending glamour and comfort, creating a captivating sanctuary that transcends the ordinary.

From the moment you step into the lobby, you'll realize it's more than just a hotel; it's a sophisticated soirée, where every visitor is enchanted by the appeal of this seaside paradise.

JW Marriott Clearwater Beach doesn't cut corners; its dazzling design permeates every hook and cranny. The 162 guestrooms and 36 spacious residences are tranquil sanctuaries, where coastal charm meets contemporary sophistication. Immerse yourself in luxurious bedding, cocooned in the silkiest linens, as the soothing melody of the ocean lulls you into a profound and peaceful slumber. There's an undeniably romantic and seductive allure to these exquisitely crafted hotel bedrooms, which you'll have to experience to believe.

Mornings grace you with the gentle caress of a private balcony, unveiling vistas of Clearwater Beach's pristine waters – a masterpiece of serenity and natural beauty. To elevate your experience, The Deep End, a rooftop bar on the 11th floor, awaits your evening plans. Offering craft cocktails and a unique menu, it boasts endless Gulf views in a vibrant, inviting atmosphere. For those seeking more relaxation, cabanas by the beach, a rejuvenating spa, and a pool beckon.

If that's not enough, Clearwater's treasures await – a walkable downtown, waterfront parks, delectable dining, and more. JW Marriott Clearwater Beach isn't just a destination; it's a memory etched in time, where the fusion of luxury and nature conjures dreams of a lifetime.

JW Marriott Clearwater Beach Resort & Spa
► www.marriott.com

INTERNATIONAL PROPERTY

& Travel

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Monthly coverage.

[View the CoverageBook here.](#)

DateMonth	Publication	Reach (MUU/circ)	Headline / link
01.04.24	International Property & Travel	30,000	JW Marriott Clearwater Beach Resort & Spa

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>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: Ongoing – distributed in January, follow-ups scheduled for February 2024.</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: Drafted and ready for distribution. To be distributed early-February 2024.</p>

Media materials and liaison.

Activity	Description
Pitch: 'Blue Sea and Sky'	<p>Rooster drafted and pitched St. Pete/Clearwater to PA Media for inclusion in a 'Blue Sea and Sky' feature.</p> <p>Status: Complete – coverage pending.</p>
Pitch: 'Twin Centre'	<p>Rooster drafted and pitched St. Pete/Clearwater for inclusion in a twin-centre feature by Prima.</p> <p>Status: Complete – coverage pending.</p>
Pitch: 'Hot Spots for 2024'	<p>Rooster drafted and pitched St. Pete/Clearwater for inclusion in a 'hot spots for 2024' feature by Bella.</p> <p>Status: Complete – additional imagery shared, coverage pending.</p>
Pitch: Forward Features	<p>Rooster pitched St. Pete/Clearwater for inclusion in upcoming forward features in key travel trade titles including Travel Weekly and Travel Bulletin.</p> <p>Status: Ongoing – coverage pending.</p>

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: International Property & Travel	<p>Rooster continued to liaise with Lisa Douglas from International Property & Travel 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>Status: Press trip complete, coverage shared.</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.</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 shared, trip pending. To share feedback following trip conclusion.</p>

Media and influencer trips.

Activity	Description
Press trip: Helen O’Chrya, The Times	<p>Rooster pitched media stay to Helen O’Chrya, a freelancer for The Times, who is interested in visiting SPC in October on a twin-centre collaboration with Kissimmee.</p> <p>Status: Ongoing – to continue liaising with Helen in February.</p>
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. 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 – Rooster to present this opportunity in the next bi-weekly call to discuss the opportunity.</p>
Group press trip: May 2024	<p>Rooster began discussions with Discover Crystal Rivers regarding a collaborative media FAM, scheduled for May 2024, with 3-nights in St. Pete/Clearwater, and 2-nights in Crystal Rivers. The angle of the trip revolves around nature and the beauty of such in the area.</p> <p>Status: DCR have confirmed interest, shared media targets approved. To discuss dates in the next bi-weekly meeting and progress outreach/organisation accordingly. LoveExploring have confirmed interest in attending.</p>

Media and influencer trips.

Activity	Description
Individual press trip outreach	<p>Rooster has continued outreach for individual press trips, with invites sent to top national, regional, and consumer publications. This includes invites to the following in January 2024:</p> <ul style="list-style-type: none">• Hazel Plush, The Telegraph• Rhodri Andrews, Wanderlust• Lydia Swincoe, Woman & Home• Georgia Stephens, National Geographic Traveller• Rashmi Narayan, Freelance for Reader's Digest• Abra Dunsby, LoveExploring (interested in May group press trip)• Helen O'Chrya, The Times (interested)• Qin Xie, Freelance (interested) <p>Status: Press trip pitching for the 2024 calendar year ongoing. Rooster to provide updates and lock in opportunities of note.</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 has provided additional b-roll footage of the destination to support the show (given the weather during filming).</p> <p>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. Release form on footage signed and shared. To share air date once confirmed.</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: Awaiting confirmation of flights from British Airways (Gaydio to update). Rooster to liaise with Gaydio and the St. Pete/Clearwater team to book hotels and arrange an itinerary. Rooster to share any required assets ahead of time. Forms signed and shared. IO signed off by Brand USA</p>

Media events.

Activity	Description
IMM London	<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 will manage the scheduling of appointments and meetings throughout the event.</p> <p>Rooster has provided Jason with the event details and schedule requirements. Rooster to provide talking points and brief Jason ahead of arrival.</p> <p>Status: Ongoing, scheduling complete, awaiting for confirmation of meetings. Talking points document finalised and shared. New & Now to be updated and shared ahead of the show.</p>
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 has registered and will manage the scheduling of appointments and meetings throughout the event. Rooster also to book tour operator trainings / briefings the following day to maximise time in Dublin.</p> <p>Status: Ongoing, scheduling opened, meetings to be confirmed. Updated Ireland-focused talking points document to be taken to the show.</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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