PUBLIC RELATIONS REPORT

CENTRAL EUROPE

Year-to-Date Overview for Fiscal Year 23/24

Summary	/ Soctions
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YTD Total Hosted Media: 1 YTD Press Releases / Pitches: 2 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)	YTD Total Exposure	YTD Ad/Media Value	Results Status (Pending, Received)
1	Abenteuer Leben TV	IPT	10/17-10/21/23			Pending
Total				(\$ -	

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
т	otal					o	\$ -

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	
2	Spend winter in Florida	11/28/23	Clearwater Beach, Fort de Soto Park, Caladesi Island, Dali Museum, MFA, St. Pete Museum of History	0	\$0,00	
Total					0 \$ -	

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

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 \$ -	