

Rooster.

Monthly Marketing/PR Report





ST. PETE/CLEARWATER

September 2023




Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly 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	Continue 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.
FY23 and FY24 budget documentation	Rooster liaised with the VSPC team regarding FY23 VSPC budgets, and FY24 VSPC / Brand USA budgets. Finalised and shared.
Visit USA Members Meeting	Rooster attended an in-person event with various marketing and PR updates from the committee, followed by a panel Q&A session.
Brand USA call	Monthly call.

Consumer & Trade engagement opportunities.

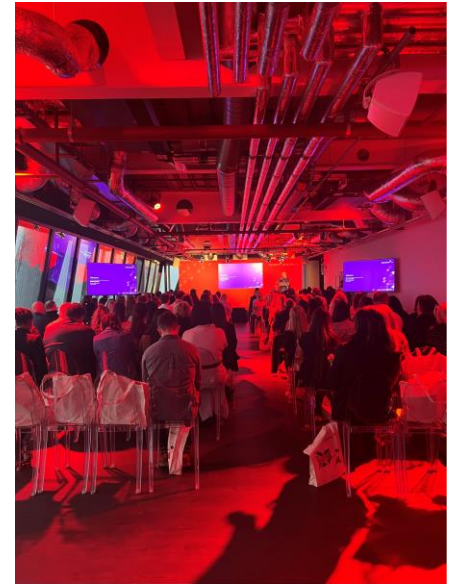
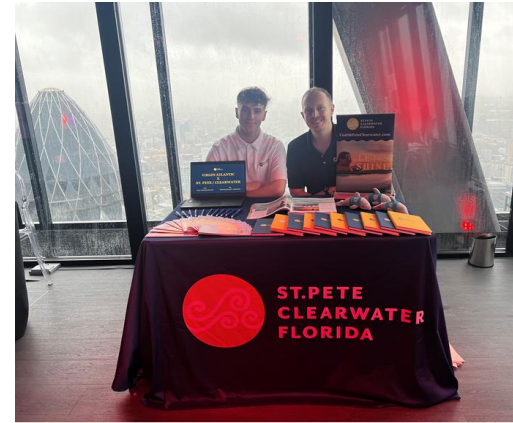
Activity	Description
<p>Camp Bestival, Shropshire (16th-20st August)</p>	<p>In August (16-20), Rooster participated in a consumer activation in the UK. The Visit St. Pete/Clearwater activation enabled the team to engage with festival goers who comprised of families (a key target audience) and educate them as to why the destination is a 'must visit' for their next holiday.</p> <p><i>Status: Rooster attended Camp Bestival on behalf of Visit St. Pete/Clearwater - event complete. This month we contacted the Winner and a newsletter to all opt in's offering a deal to SPC has been sent with an open rate of 42.7%.</i></p> <p><i>Entries - 591</i> <i>Newsletter sign-ups - 253</i></p>    

Consumer & Trade engagement opportunities.




Activity	Description
<p>Travel Counsellor's USA Takeover Day (14th September)</p>	<p>To continue to educate UK-based travel agents and the travel trade on St. Pete/Clearwater, Rooster attended the USA Takeover Day, hosted by Travel Counsellors in Manchester. This consisted of 'speed training' sessions with their agents, taking place at a St. Pete/Clearwater decorated stand.</p> <p><i>Status: Event complete, list of attendees received– to be added into the SimpleView database and followed-up with key destination selling points.</i></p>   

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic 'Sky High' event (20 th September)	<p>Virgin Atlantic hosted over 200 of their key agents at the Leadenhall Building on 20th September. St. Pete/Clearwater has its own stand amongst 11 other vendors, providing us with direct access to all agents in attendance.</p> <p>The evening consisted of networking directly with agents, inviting them to the St. Pete/Clearwater stand to learn more about the destination. Visit St. Pete/Clearwater's prize consisted of a place on the upcoming trade FAM trip.</p> <p><i>Status: Event complete, list of attendees received- to be added into the SimpleView database and followed-up with key destination selling points.</i></p>



Consumer & Trade engagement opportunities.

Activity	Description
<p>Discover America Sweden Roadshow (25-28 September)</p>	<p>Rooster attended the Discover America Sweden Roadshow partaking in Stockholm, Gothenburg and Malmo to train/educate key members of the trade who sell St. Pete/Clearwater to the Scandinavian market.</p> <p><i>Status: Event complete, list of attendees received- to be added into the SimpleView database and followed-up with key destination selling points.</i></p>   

Consumer & Trade engagement opportunities.

Activity	Description
<p>Brand USA Telegraph Advertorial (October 2023)</p>	<p>Rooster confirmed involvement in a partnership with The Telegraph for the month of October, in collaboration with Brand USA. Rooster and VSPC submitted advertorial content (full-page ad, banner adverts, and video content) that will be featured for a month across their site.</p> <p><i>Status: Involvement confirmed, all assets to be shared in October.</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: Involvement confirmed, all assets to be shared in October.</i></p>
<p>Brand USA Travel Week UK & Europe (16-19 October)</p>	<p>Rooster confirmed attendance for the Brand USA Travel Week US & Europe. Through attending this USA destination week, Rooster will host a stand and hold meetings with key partners in the travel trade and promote St. Pete/Clearwater, seeking partnership/collaboration opportunities for the upcoming years activity.</p> <p><i>Status: Attendance confirmed, key assets shared with Brand USA team, desired meetings requested – Rooster to receive itinerary of meetings on the 4th October.</i></p>

Account management, activity and planning.

Activity	Description
WTM involvement (6 th – 9 th November 2023)	<p>Rooster has liaised with both VSPC and Visit Florida (US & UK teams) 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 and flights for WTM. Recommendations for VSPC's accommodation has been shared, and hotel stays have been finalised for the VSPC team. Rooster has reached out to British Airways to query flight costs for the VSPC teams attendance – to follow-up in October.</p> <p>Rooster has been liaising with Visit Florida regarding their signature WTM dinner reception, requesting details of VSPC's involvement as gold sponsors - to share more information once it is received.</p> <p><i>Status: Rooster in the process of securing appointments over the first two days – VSPC to attend Rooster office on day three for a year-end presentation. Final itineraries for the week to be confirmed in due course.</i></p>

Account management, activity and planning.

Activity	Description
USA Travel Show Scandinavia B2B/Media (28 TH February – 1 ST March 2024)	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.
Swansons 20 TH America Travel Day B2C (2 nd March)	Aiming to continue being the biggest consumer America Travel Show in Sweden. Malmo.
FDM Travel USA Event B2C (3 rd March)	The only B2C event in Denmark focusing on the USA only. Copenhagen <i>Status: Attendance confirmed, Rooster to continue to liaise with organisers to secure accommodation etc.</i>

Consumer & Trade engagement opportunities.

Activity	Description
HolidayPirates	<p>Rooster initiated contact with HolidayPirates to discuss a destination awareness campaign. HolidayPirates are a rapidly growing company that deliver the best travel deals and engaging content across various channels. HolidayPirates have recently carried out successful campaigns with Orlando, Tampa Bay and other areas of Florida. Can leverage a particularly strong social following that includes 1.7 million on the UK Facebook page.</p> <p><i>Status: Proposal shared with VSPC – campaign approved. To liaise with HolidayPirates on next steps before its kickoff between 11-16 October 2023.</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
VSPC Trade FAM Trip (15-19 November 2023)	<p>Rooster has begun the process of confirming attendees for the November trade FAM trip. Two Travel Counsellors have been confirmed, and details requested. Rooster has reached out to British Airways, Trailfinders, and Ocean Florida for further FAM attendees.</p> <p><i>Status: Trip confirmed for 15-19 November, to finalise attendees and share itinerary once it is finished.</i></p>
Vacations To America Product Trip (9-13 October 2023)	<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 confirmed for 9-13 October, to share feedback once they've returned from the trip.</i></p>

Newsletters.

Activity	Description
Camp Bestival opt-in email	'Great-value offer for a holiday to St. Pete/Clearwater inside...'. Shared with the Camp Bestival Opt-In database of 239, with an open rate of 42.7%.
Consumer database	'Autumnal Escapes to St. Pete/Clearwater'. Shared with a database of 14,784 with an open rate of 33.9%.
Trade database	'Autumnal Escapes to St. Pete/Clearwater'. Shared with a trade database of 541.

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Coverage highlights.

[View the CoverageBook here.](#)



Barbie Themed Hotels/Airbnbs

Mini Travellers | 24th September 2023

[Blog](#)



[The Don CeSar](#)

St. Pete Beach, Florida, USA



Credit: The Don Cesar

Nicknamed The Pink Palace for its pink façade and grandeur architecture, [The Don CeSar](#) has welcomed guests since its opening in 1928. Because you can't stay at Barbie's Dreamhouse, why not stay at the perfectly pink Don CeSar on award-winning [St. Pete Beach](#). Known as "The Pink Palace," this luxury resort is the ultimate headquarters for your Barbie-themed adventure now named [Barbiecore](#).

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Monthly coverage.

[View the CoverageBook here.](#)

Date	Publication	Reach (MUU/circ)	Headline / link
24.09.23	Mini Travellers	40,200	Barbie Themed Hotels/Airbnbs

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.</p> <p><i>Status: Ongoing.</i></p>
Pitch: New JW Marriott Clearwater Beach	<p>Rooster continued to pitch new opening to top luxury hotel / travel media.</p> <p><i>Status: Pitching 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: Twin Centre Holidays	<p>Rooster continued to pitch release on twin centre holidays with SPC. Release was shared with various top travel editors and freelance travel writers.</p> <p><i>Status: Pitching ongoing.</i></p>
Reactive pitch: Best months to visit St. Pete/Clearwater	<p>Following a journalist request from The Telegraph for the best time to visit destinations across the world to avoid the crowds, and still get the best weather, Rooster drafted and pitched St. Pete/Clearwater.</p> <p><i>Status: Pitching complete, awaiting feedback.</i></p>

Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster to update press trip target list and re-assess for next fiscal year.</p> <p><i>Status: Ongoing.</i></p>
Group press trip: May 2023	<p>Rooster hosted journalists from Bella Magazine, Reach PLC (national & regional), The Scottish Sun, and Irish Mirror/Daily Star in May 2023.</p> <p><i>Status: Trip complete – four pieces of coverage secured, one piece of coverage pending (Reach PLC), due in October 2023.</i></p>
Influencer trip: Reena Simon	<p>Rooster liaised with influencer Reena Simon on possible visit in October 2023. Conversations ongoing with Visit Florida team, however VF team are not supporting paid content. Reena may be visiting on a contra basis – further detail to be shared from VF team.</p> <p><i>Status: Ongoing – awaiting update from VF team.</i></p>
Press trip: International Property & Travel	<p>Rooster pitched the JW Marriott to International Property & Travel editor for review stay. Journalist Lisa Douglas, is staying at the property from 20-22 October 2023. No flight support necessary as Lisa is based in Florida.</p> <p><i>Status: Ongoing – stay confirmed and hotel booked, itinerary to be confirmed with hotel.</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 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) using another location in St. Pete/Clearwater to create and cook a dish. This is currently to be selected.</p> <p><i>Status: In process of booking the accommodation for the ITV filming crew and organising the logistics of the filming days with partners. More info on the Signature Dinner to come.</i></p>

Rooster.

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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