ST.PETE CLEARWATER

FY 2023 MARKETING STRATEGY & OCT-MARCH MEDIA PLAN

Tourist Development Council - 9/21/22

MARKETING STRATEGY

Marketing Objectives

- Drive visitation
- Build awareness and intent
- Increase visitor spend
- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture
- Highlight inclusive and diverse culture of the destination (accessibility)

Marketing Strategies

- Launch new brand campaign through integration/collaboration across the organization to maximize impact
- Continue to adjust the brand platform, audiences and markets based on fielded research and data inputs
- Create integrated campaigns that push consumers through the marketing funnel
- Identify opportunities to elevate the brand through partnerships, activations and unique media opportunities
- Market St. Pete/Clearwater as a four-season destination in Florida with an annual media presence with focus on need periods

Research/Data

The tools that help inform our recommendations:

- Adara
- BrightEdge
- Buxton
- comScore
- Destination Analysts
- Google Marketing Platform
- KeyData
- MRI
- Nielsen
- Smith Travel Research
- SRDS Media Solutions
- Tourism Economics
- TravelClick
- U.S. Travel Association
- VISIT FLORIDA
- Zartico

Considerations

Fall/winter travel expected to slow

Low season: August - January

Gas prices

Unreliability of/limited flights

Overcome objections/obstacles

Drive craving

Provide reason to act now/offer

Out-of-state:

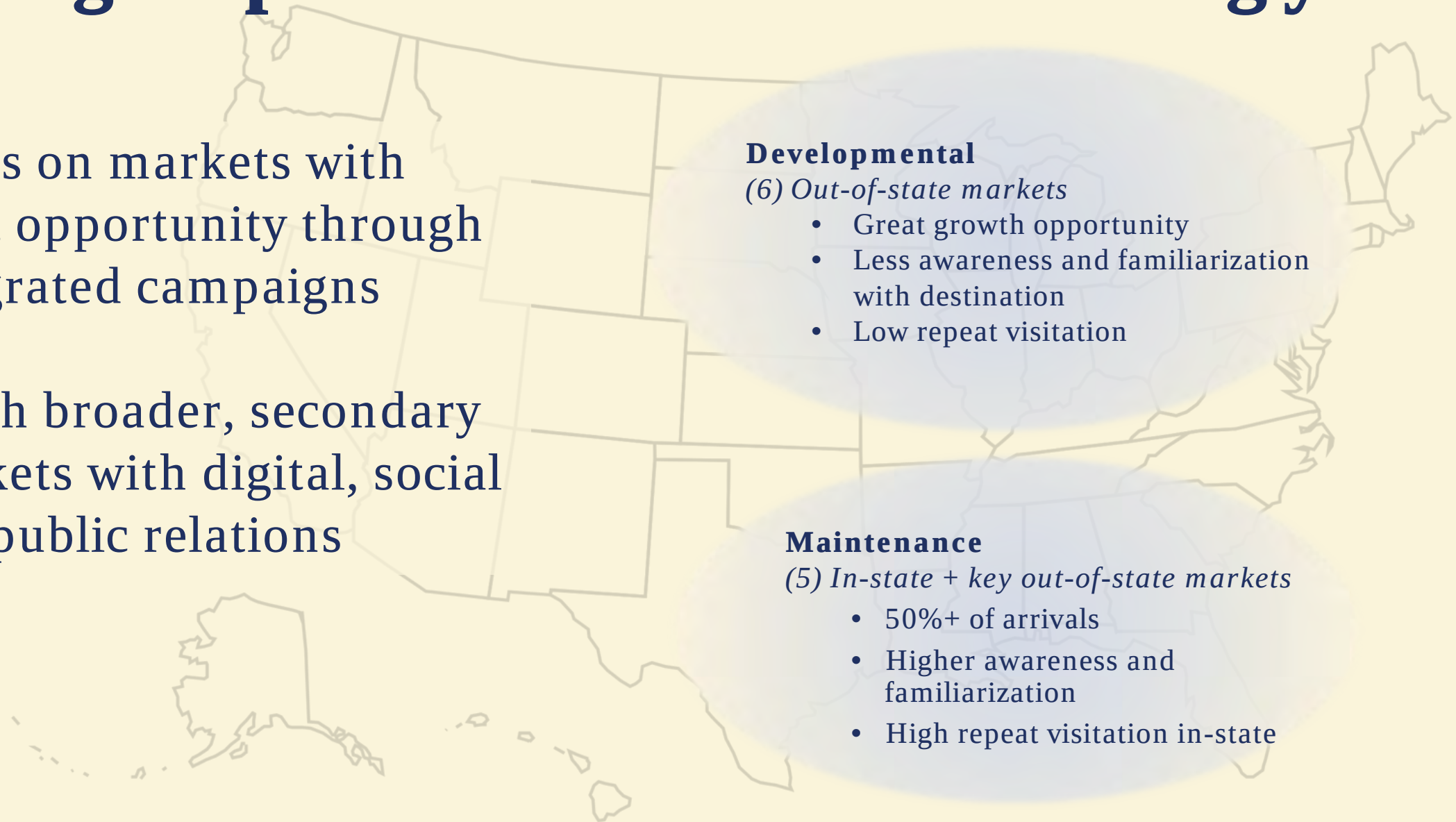
Highlight seasonality/warm temps & sunshine

In-state & Atlanta:

Promote road trip

Geographic Market Strategy

- Focus on markets with most opportunity through integrated campaigns
- Reach broader, secondary markets with digital, social and public relations



Developmental
(6) Out-of-state markets
- Great growth opportunity
- Less awareness and familiarization with destination
- Low repeat visitation

Maintenance
(5) In-state + key out-of-state markets
- 50%+ of arrivals
- Higher awareness and familiarization
- High repeat visitation in-state

Geographic Markets

Developmental (Tier 1)

1) Chicago
2) Atlanta
3) Indianapolis
4) Minneapolis
5) Detroit

Broadcast (Cable/Radio)
Out of Home
Print
Promotions/Activations

Developmental (Tier 2)

1) New York City

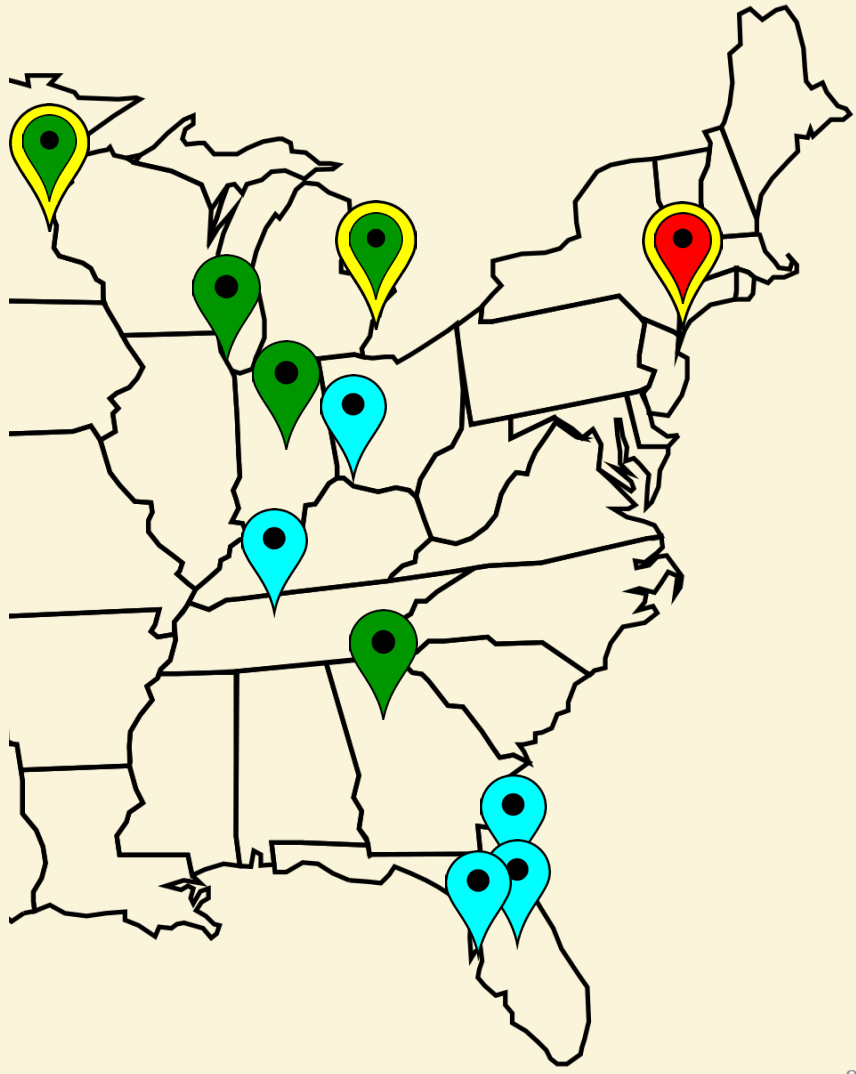
Print
Promotions/Activations

Maintenance

1) Orlando
2) Jacksonville
3) Tampa-St. Pete
4) Nashville
5) Cincinnati

Broadcast (Radio)
Out of Home
Promotions/Activations

New market



Leisure Core Audience

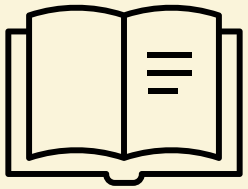
- Adults 25-65
- $100K+ household income
- Likely to travel to Florida on Vacation
- Interest in Beach and Arts/Culture
- Index high on “Vibrancy" indicators
  - **Fun**: Life should be as much fun as possible
  - **Variety**: Seek out variety in everyday life
  - **Curious**: Explore and learn about new things
  - **Excitement**: Have stimulating experiences

Arts Audience

- Arts enthusiasts are more likely than general audience to:
  - Learn about destinations
  - Travel
- Heavy travel/lifestyle magazine readers, Instagram and Twitter users
- Aligns with our persona:
  - Looks for great culinary options
  - Wants to be near nature
  - Desires a memorable, fun destination
  - Wants to visit a unique destination with lots of energy

*Source: Destination Analysts

Media Consumption Habits of Target Audience

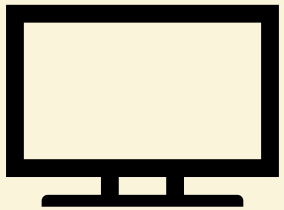


Magazine

19% more likely than national average to read magazine

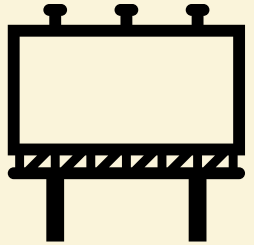
Radio

13% more likely than national average to listen to radio



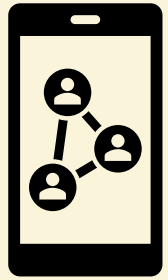
Television

Average consumption which is common with affluent audience



Out of Home

25% more likely than national average to be influenced by OOH



Social Media

12% more likely than national average to use social media

Internet

10% more likely than national average to use the internet

Source: Fall 2021 Doublebase GfK MRI

Media Approach/Funnel

Awareness/Inspiration

Keep St. Pete/Clearwater top-of-mind

TV - Print - OOH - Digital – Influencers - Social

Seasonal Campaigns

Encourages travel now

Radio - OOH - Digital - Experiential - Social

Always on

Conversion tactics

Digital - Social

OCTOBER - MARCH MEDIA PLAN

BROADCAST MEDIA

Broadcast Media (Television)

Developmental Markets

Linear Cable
Advanced Television Technology

VISITFLORIDA

Linear Cable
TV Squared

PBS CBS BET

abc GOOD MORNING AMERICA HGTV TODAY TLC

FOX NBC bravo abc food network

Broadcast Media (Radio)

Developmental + Maintenance Markets

- Focus on high indexing station formats
  - NPR – Arts/Culture
  - Spanish/Latino – Latin Audience
  - Urban Contemporary – Black Audience
- Extend the spot buys with value added promotional partnership and influencer campaigns
- 30-second spot

OUT OF HOME MEDIA

NEW

Digital Billboard Network

Developmental + Maintenance Markets

- Hyper-targeted approach to traditional billboards
- Billboards are purchased programmatically
- Focus on the person vs. location
- Creative will be versioned based on target audience like how we approach digital placements

NEW

Gas Station TV

Developmental Markets

- Targeted to align with cable households
- Captive audience
- Multi-media approach aligning with cable, radio and digital billboards
- 30-second spot

NEW

Digital EV Charging Stations

Developmental Markets

- Targeted to align with cable household's
- Captive audience
  - Average charging time is 30 minutes.
- :08 second spot on rotation
- Multi-media approach aligning with cable, radio, digital billboards and Gas Station TV
- 179 Index: EV Ownership

Source: Fall 2021 Doublebase GfK MRI

NEW

Movie Theaters

Developmental Markets (excluding Atlanta)

- Captive audience – 30-second spot inserted in last break prior to start of movie previews
- Lobby displays included as value-add bonus
- 4-week period over holiday break in northern developmental markets
- Targeted to align with cable household's
- 121 Index: Movie Goers
- U.S. box office is averaging 95% of pre-COVID attendance numbers and is expected to exceed those numbers in 2023

Source: Fall 2021 Doublebase GfK MRI , Comscore, Rentrak 2019, 2022 Box Office Data

PRINT MEDIA

Print Media

Consumer Travel: National/Regional

Source: Fall 2021 Doublebase GfK MRI

Print Media

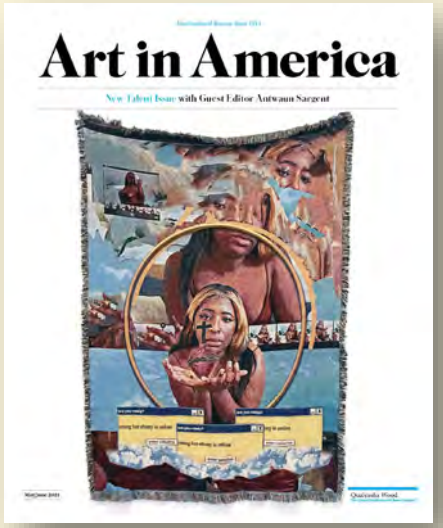
Consumer Travel: City Magazines

Source: Fall 2021 Doublebase GfK MRI

City/Lifestyle publications offer a favorable index against our persona (123 index)

Print Media

Arts & Culture



Source: Fall 2021 Doublebase GfK MRI

Arts Enthusiasts are 17% more likely to read printed magazines

Print Media

LGBTQ Audience

Lavender - Minneapolis
Cover feature in 12/15 winter "What to do" issue

LGBTQ travel enthusiast is 32% more likely to read printed magazine

Source: Fall 2021 Doublebase GfK MRI

Print Media

Black Audience

Markets: Chicago & Atlanta

African-American consumer is 28% more likely to read printed magazine

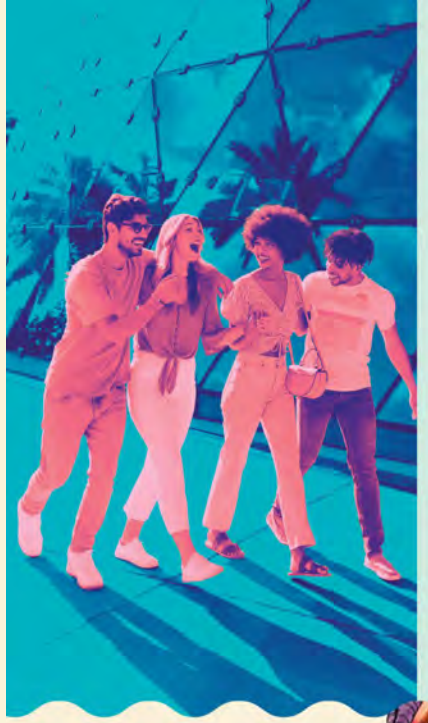
Source: Fall 2021 Doublebase GfK MRI

LET'S LIVE OUTSIDE THE LINES.

Experience a world-renowned arts scene, local galleries and captivating theatre companies. St. Pete/Clearwater is home to dozens of museums, including the world-renowned Dalí Museum, more than 30 performing arts venues, multiple Arts Districts and America's Best Beaches.
Let's shine — explore the Arts Coast at **ArtsSPC.com.**

ST.PETE CLEARWATER

Scan to discover the Arts Navigator and curate a custom arts experience.



LET'S EXPLORE AL FRESCO ART GALLERIES.

Here, inspiration is everywhere you look. From gallery walls to street murals. St. Pete/Clearwater is home to over 30 museums, including the world-renowned Dalí Museum, more than 400 murals, multiple arts districts and America's Best Beaches.
Let's shine—explore the Arts Coast at **ArtsSPC.com**

ST.PETE CLEARWATER FLORIDA

Scan to discover our multitude of museums.

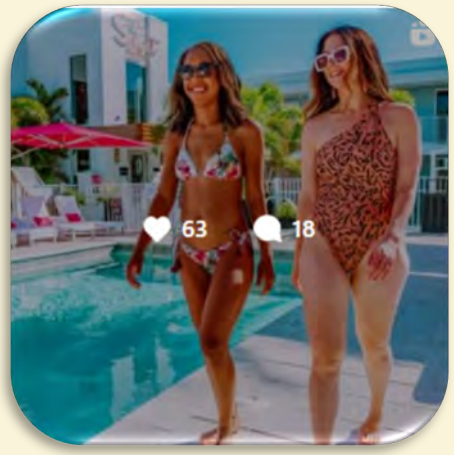
INFLUENCER MARKETING

Influencer Marketing

Developmental + Maintenance Markets

- Focus on emerging creators with experience in high performing channels

- Partner with creators that align with our brand.
- Use to highlight key destination aspects:
  - New lodging
  - Events
  - Hidden gems
- Acquire new destination image assets



ACTIVATIONS

New York City Experiential Activation

- Timing will coincide with Travel & Adventure Show New York (January 28 & 29) and National Plan for Vacation Day (January 31)
- Goals:
  - Generate media buzz/press coverage
  - Sharing on social media
  - Encourage bookings

ST.PETE
CLEARWATER

THANK YOU!