



**ST.PETE  
CLEARWATER  
FLORIDA**

## Activity Report

**Market:** Germany, Austria and Switzerland  
**Month:** 01 – 30 November 2018  
**Submitted by:** Axel Kaus, Managing Director  
**Phone:** +49 (0)511 899 890-11  
**E-Mail:** akaus@kaus.net

**KAUS  
MEDIA  
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## 1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS escorted the German, Swiss and Austrian group press fam trip in November 2018, organized by VSPC and KMS. KMS supported VSPC and the journalists during the trip and is in close contact with the journalists after returning to Germany in order to provide them with all the information they require.
- KMS supported the press fam trip of the TV production "Elstner's Reisen" with their shooting at the Clearwater Marine Aquarium in Clearwater Beach in November 2018.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS created a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS uploaded the articles of the press release and newsletter to the travel media network TravMedia at no cost for VSPC.
- KMS further discussed the opportunity with the Ritz Carlton Berlin to host the VSPC delegation for a discounted rate during ITB Berlin.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater among top-tier media professionals.
- KMS assisted journalists with their press fam requests for our destination and followed up on the journalists who completed their individual fam trips in 2018.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in November 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



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## 2. NEWS RELEASES AND NEWSLETTERS

### 2.1 NEWS RELEASE

**KMS drafted and distributed the following press release:**

“Oh you sunny... Christmas time in St. Pete/Clearwater”

### 2.2 NEWSLETTER

**KMS drafted the November newsletter and distributed it to qualified media in Germany, Austria and Switzerland.**

The newsletter included the following topics:

- A legend of music business – Exhibition about the Rock Star Manager Bill Graham
- Beloved tradition – Epiphany Celebrations at Tarpon Springs
- Festive Memory – Martin Luther King Dream Big Parade
- What’s new? Hotel Updates from St. Pete/Clearwater



**3. MEDIA RELATIONS AND MEDIA LIAISON**

<p><b>Ms. Christina Telgmann</b> Urlaubsguru.de</p>	<p>After returning from the Group FAM Trip, KMS stayed in contact with Ms. Telgmann in order to provide her with photos and all the relevant information she needs for her article. Furthermore, we asked her to fill out the VSPC feedback form, which she already returned to us. KMS will stay in contact with her to make sure that she has all the required information for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p><b>Ms. Susanne Mueller</b> VRM (Verlagsgruppe Rhein-Main)</p>	<p>After returning from the Group FAM Trip, KMS stayed in contact with Ms. Mueller in order to provide her with photos and all the relevant information she needs for her article. Furthermore, we asked her to fill out the VSPC feedback form, which she returned to us already. KMS will stay in contact with her to make sure she has all the required information for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p><b>Ms. Dinah Leuenberger</b> Migros-Magazin</p>	<p>After returning from the Group FAM Trip, KMS was in closed contact with Ms. Leuenberger in order to provide her with photos and all the relevant information she needs for her article. Furthermore, we asked her to fill out the VSPC feedback form, which she returned to us already. KMS will stay in contact with her to make sure, she has all the required information for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p><b>Ms. Diana Zwickl</b> Kronen Zeitung</p>	<p>After returning from the Group FAM Trip, KMS was in close contact with Ms. Zwickl, in order to provide her with photos and all the relevant information she needs for her article. Furthermore, we asked her to fill out the VSPC feedback form, which we await soon. KMS will stay in contact with her to make sure she has all the needed information for her article. She did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p><b>Mr. Alexander Sulanke</b> FUNKE Mediengruppe</p>	<p>After returning from the Group FAM Trip, KMS stayed in contact with Mr. Sulanke, in order to provide him with photos and all the relevant information he needs for his article. Furthermore, we asked him to fill out the VSPC feedback form, which we await soon. KMS will stay in contact with him to make sure he has all the required information for his article. He did not yet advise us about a publishing date. We will maintain a close communication with him.</p>



<p><b>Mr. Florian Heider</b> Nuernberger Zeitung/Nuernberger Nachrichten</p>	<p>After returning from the Group FAM Trip, KMS stayed in contact with Mr. Heider, in order to provide him with photos and all the relevant information he needs for his article. Furthermore, we asked him to fill out the VSPC feedback form, which we await soon. KMS will stay in contact with him to make sure he has all the required information for his article. He did not yet advise us about a publishing date. We will maintain a close communication with him.</p>
<p><b>Mr. Philipp Neumayr</b> Rhein-Neckar-Zeitung</p>	<p>After returning from the Group FAM Trip, KMS was in contact with Mr. Heider, in order to provide him with photos and all the relevant information he needs for his article. Furthermore, we asked him to fill out the VSPC feedback form, which he already returned to us. KMS will stay in contact with him to make sure he has all the required information for his article. He did not yet advise us about a publishing date. We will maintain a close communication with her.</p>
<p><b>Mr. Christian Ehrlich, Ms. Katharina Knocke</b> DOOMA TV Produktion</p>	<p>KMS maintained a close contact with Mr. Ehrlich and Ms. Knocke to organize the press fam trip in November 2018 for the TV show "Elstners Reisen". Detailed information on the fam trip can be found in the respective section of this report.</p>
<p><b>Mr. Dirk Baumgartl</b> blu</p>	<p>KMS was in contact with Mr. Baumgartl from blu magazine. He informed us that after the publication in the blu magazine in October, his article was also published on their website now. We thanked him for the positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Mr. Volker Feuerstein</b> Fuldaer Zeitung</p>	<p>KMS continued the liaison with Mr. Feuerstein who plans to complete a press fam trip to Florida in December 2018. He will visit our destination from December 3-4, 2018. Please find detailed information about the press fam trip in the respective fam trip section of this report.</p>
<p><b>Mr. Manuel Kalleder</b> Visit Florida Representative Germany</p>	<p>KMS maintained a close contact with Mr. Kalleder, the German PR representative of Visit Florida. We discussed the ongoing, upcoming and new possible individual press fam trips organized by Visit Florida and the way we may support the ones that are of priority for VSPC. All current fam trip arrangements are listed in the fam trip section of this report.</p>



<p><b>Mr. Claus Breitenfeld</b> RmW - Redaktion motorisierter Wassersport</p>	<p>Mr. Breitenfeld contacted us after he received our newsletter in November 2018. He asked us about the possibility of completing a fam trip to our destination. We thanked him for his interest in our region and informed him that he had just missed the 2018 group fam trip. We agreed to stay in contact with him regarding future press fam trips.</p>
<p><b>Mr. Stefan Klug</b> Maerkischer Markt</p>	<p>As a result of our press release about St. Pete/Clearwater for families in October 2018, Mr. Klug contacted us to ask for hi-resolution photos. He informed us that he plans to publish our press information in several local issues of the Maerker and Maerkischer Markt and that his story about the CMA resulting from his individual fam trip in March 2018 would be published in the same week as well. We supported him with the requested photos and he sent us the articles after their publication. We added the clippings to this report and expressed our appreciation for the positive media coverage about our destination.</p>
<p><b>Ms. Karin Ochenbauer</b> Americareisen.at/ Canadareisen.at</p>	<p>KMS stayed in close contact with Ms. Ochenbauer from the Austrian websites americareisen.at and canadareisen.at. As a result of the distribution of our November 2018 press release, she published an article about Christmas in St. Pete/Clearwater on her website. We thanked her for the positive media coverage and added the article to the clipping section of this report.</p>
<p><b>Mr. Harald Braun &amp; Ms. Sabine Braun</b> BARBARA</p>	<p>KMS continued the liaison with Mr. Braun who completed his individual media fam trip with Visit Florida in June 2018. During their trip, he and his wife stayed in St. Pete/Clearwater for two nights. We offered him our assistance for his upcoming media coverage, which is supposed to be published in the first quarter of 2019.</p>
<p><b>Mr. Torsten Kuehn</b> Reise &amp; Preise</p>	<p>Mr. Kuehn from Reise &amp; Preise contacted us to suggest a marketing cooperation with his travel newspaper. We thanked him and shared the contact details of Marion Wolf.</p>
<p><b>Ms. Ilse Romahn</b> Frankfurt-live.com</p>	<p>Ms. Romahn contacted us after we distributed our VSPC press release of November to ask for high-resolution photos. We supported her with the requested photos and she informed us that she plans to publish the Christmas in St. Pete/Clearwater-story on her website in December. We agreed to stay in contact regarding the media coverage.</p>



<b>Mr. Sven Michaelsen</b> Freelance Journalist	Mr. Michaelsen contacted us to ask about the possibility of completing a fam trip to St. Pete/Clearwater. We thanked him for his interest in our region and informed him that unfortunately, he had just missed the 2018 group fam trip. We will stay in contact with him regarding future press fam trips.
<b>Ms. Yvonne Beck</b> Bucketlist	Ms. Beck informed us that she had published an article about family-friendly holidays in St. Pete/Clearwater on her website after the distribution of our October 2018 press release. We thanked her for the positive media coverage and added the article to the clipping section of this report.
<b>Ms. Tina Milacek</b> Profi Reisen	After the distribution of our press release about St. Pete/Clearwater as a family-friendly holiday destination in October 2018, Ms. Milacek contacted us to ask for a short PR text about our region for their magazine. We sent her a general text about St. Pete/Clearwater and later continued the liaison to offer our further support. We are awaiting her reply and a proof of the media coverage.
<b>Mr. Urs Huebscher</b> IMAGINE Magazine	Mr. Huebscher contacted us after the publication of our press release about family friendly holidays in SPC to suggest a marketing cooperation with his travel newspaper. We thanked him and shared the contact details of Marion Wolf.
<b>Ms. Ellen Alpsten</b> Freelance Journalist/ FAZ	KMS was in continuous contact with Ms. Alpsten who completed an individual press fam trip together with her family in October 2018. The press fam trip was supported by Visit Florida and included a three days long stay in St. Petersburg/Clearwater. We are in contact with Ms. Alpsten now to assist her with any information or material for her article.





#### 4. PUBLIC RELATIONS ACTIVITIES

- KMS escorted the German, Swiss and Austrian group press fam trip in November 2018, organized by VSPC and KMS. KMS supported VSPC and the journalists during the trip and is in close contact with the journalists after returning to Germany in order to provide them with all the information they require.
- KMS supported the press fam trip of the TV production "Elstner's Reisen" with their shooting at the Clearwater Marine Aquarium in Clearwater Beach in November 2018.
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater in the German-speaking countries.
- KMS assisted the following journalists with their individual fam trip requests for our destination: Christian Ehrlich (TV-Show Elstner's Reisen) and Volker Feuerstein (Fuldaer Zeitung). We stayed in close contact with the journalists who had completed their fam trips earlier this year: Harald and Sabine Braun (BARBARA Magazine) and Ellen Alpsten (Freelance Journalist for FAZ).
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS created a newsletter and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS pitched VSPC possible topics for the December press release.
- KMS uploaded the articles of the press release and newsletter to the travel PR network TravMedia for no additional cost for VSPC.
- KMS further discussed the opportunity with the Ritz Carlton Berlin host the VSPC delegation for a discounted rate during ITB Berlin.
- KMS published new posts on Facebook several times a week.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS monitored all VSPC media clippings that we received in November 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
<b>Group FAM trip Germany</b> (November 11-16, 2018)	VSPC and KMS successfully executed a group press fam trip with seven top-tier media journalists from Germany, Austria and Switzerland from November 11 – 16, 2018. We are in contact with the journalists in order to provide them with all the information they need.
<b>Mr. Christian Ehrlich</b> DOCMA TV Produktion (November 13-15, 2018)	KMS continued a close communication with Mr. Ehrlich from the TV production company of the TV documentary "Elstners Reisen". He and his TV crew went on a Florida round trip in November and stayed in our region from November 13-15, 2018. They filmed one day of the vet's work at the CMA for their TV show. VSPC and KMS created an itinerary for them and made all necessary arrangements. We personally supported their shooting at the CMA as well. We received very positive feedback from Mr. Ehrlich and he informed us that they are currently planning to broadcast the show around Easter 2019. We offered our support if requested and agreed to stay in contact.
<b>Mr. Volker Feuerstein</b> Fuldaer Zeitung (December 3-4, 2018)	We agreed with Mr. Feuerstein to support him during his stay in our region from December 3-4, 2018 while he will be on a Florida round trip organized by Visit Florida. KMS was in contact with him and together with VSPC, we are currently finalizing his itinerary.



## 5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.
- KMS continuously communicated with the new warehouse in order to ensure that they have all information that they require to provide the mailing house services for VSPC in Central Europe.

## 6. KEY PERFORMANCE INDICATORS ACHIEVED

<b>KPI</b>	<b>Target of 12 months (Oct. 2018 – Sep. 2019)</b>	<b>Amount Achieved in November 2018</b>	<b>Amount Achieved to date</b>	<b>KPIs Remaining</b>
News Releases	12	1	2	10
Newsletters	6	1	1	5
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	22	50	130-190 p.a.
Media Visits	10 – 15	8	9	1 – 6



**7. NOVEMBER 2018 MEDIA COVERAGE (generated)**

<b>Print</b>							
	<b>Publication Date</b>	<b>Title</b>	<b>Media Title</b>	<b>Type of Media</b>	<b>Agency Assist</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	October 31, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerker am Mittwoch, Neuruppin	Weekly Newspaper	KMS press release October 2018	35.700	9.298
2	November 07, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerkischer Markt, Fuerstenwalde	Advertising paper	KMS press release October 2018	49.600	7.520
3	November 07, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerkischer Markt, Strausberg	Advertising paper	KMS press release October 2018	64.500	8.409
4	November 07, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerker	Weekly Newspaper	Individual FAM-trip March 2018	35.700	2.330
5	November 10, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerker	Weekly Newspaper	KMS press release October 2018	132.700	10.727



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6	November 10, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerker, Oranienburg	Advertising paper	KMS press release October 2018	101.700	16.604
7	November 10, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerkischer Sonntag, Bad Freienwalde/Seeelow	Advertising paper	KMS press release October 2018	31.400	7.183
8	November 17, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerkischer Sonntag, Bernau	Advertising paper	KMS press release October 2018	56.000	8.742
9	November 17, 2018	Exploring St. Pete / Clearwater by glass canoe and bike	Maerkischer Sonntag, Angermuende/Schwedt	Advertising paper	KMS press release October 2018	66.800	8.336
10	November 19, 2018	Experiencing the nature of Florida up close	Kinder!	Lifestyle Magazine	KMS press release October 2018	189.207	35.943
<b>Total Print</b>						<b>763.307</b>	<b>115.092</b>



Online							
	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	November 11, 2018	Warm Winter	<a href="http://www.blu.fm">www.blu.fm</a>	Online LGBTQ+ Lifestyle Magazine	VSPC and KMS organized individual press trip in May 2017	275.000	5.595
2	November 20, 2018	Florida: Oh you sunny... Christmas time in St. Pete / Clearwater	<a href="http://www.amerikareisen.at">www.amerikareisen.at</a> , <a href="http://www.canadareisen.at">www.canadareisen.at</a>	Online Travel Magazine	KMS press release November 2018	16.000	356
3	November 20, 2018	St. Pete / Clearwater – holiday destination for the whole family	<a href="http://www.bucketlistmagazin.com">www.bucketlistmagazin.com</a>	Online Travel Magazine	KMS press release October 2018	375.000	7.630
4	November 22, 2018	Florida: Oh you sunny... Christmas time in St. Pete / Clearwater	<a href="http://www.touristiknews.de">www.touristiknews.de</a>	Online Travel Magazine	KMS press release November 2018	221.170	3.948
5	November 22, 2018	Christmas Mood in St. Pete / Clearwater	<a href="http://www.usa-reiseraum.de">www.usa-reiseraum.de</a>	Online Travel Magazine	KMS press release November 2018	8.985	295
<b>Total Online</b>						<b>896.155</b>	<b>17.824</b>
<b>Total Print + Online</b>						<b>1.659.462</b>	<b>132.916</b>



**7.1 Media coverage resulting from the German group FAM trip in November 2018**

	<b>Journalist name</b>	<b>Number of published articles so far</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	Christina Telgmann	0	0	0
2	Diana Zwickl	0	0	0
3	Dinah Leuenberger	0	0	0
4	Susanne Mueller	0	0	0
5	Alexander Sulanke	0	0	0
6	Philipp Neumayr	0	0	0
7	Florian Heider	0	0	0
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>

**8. TIME BILLING**

<b>CONSULTANT</b>	<b>HOURS</b>
Axel Kaus	42:30
Anna Schombera	45:00
Steffen Hager	103:00
<b>TOTAL</b>	<b>190:30</b>



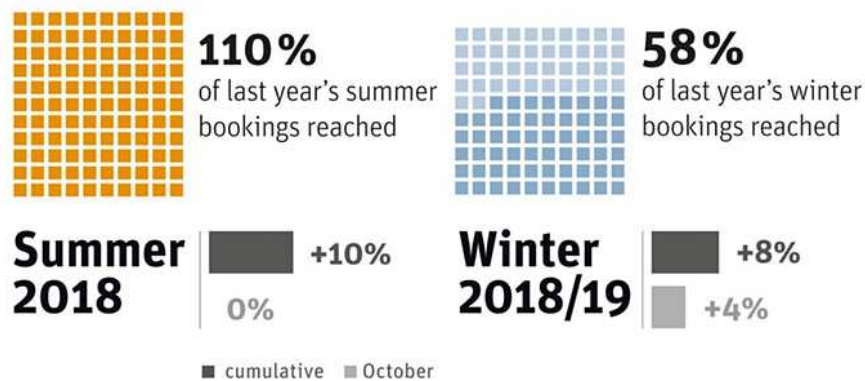
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## 9. MARKET UPDATE

### ONLINE SALES DRIVE DOUBLE-DIGIT SUMMER 2018 GROWTH

**The German holiday market grew by 10% this summer with high online sales, and prospects for 2019 are looking good, according to the latest monthly GfK figures.**

- November 15, 2018



*GfK figures for German holiday sales in October*

*Photo: GfK Travel Insights*

Travel agents increased sales revenues from holiday bookings by 7% in the summer 2018 season (ending in October) but online sales soared by 22%. With offline sales accounting for about 77% of the total, this left overall summer 2018 revenues up by 10%, the market researchers' analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites found.

In general, travel agents accounted for most of the early and long-term bookings, while online channels profited from high late bookings, GfK noted. Summer sales in October were flat at last year's level. With winter 2017/18 sales also increasing by 10%, this was also the growth rate for 2017/18 as a whole.

Looking ahead, sales revenues for winter 2018/19 were 4% ahead of last year in October, leaving cumulative sales up by 8%.





More than half of last year's total winter bookings volume has now been exceeded, with strong bookings so far for November (+6%) and December (+7%) in particular.

Germans also continued booking early for summer 2019 holidays last month, although there was a slight 1% drop compared to volumes sold in the same month last year. Summer 2019 revenues accounted for 45% of total sales in October.

(Source: [www.fvw.com](http://www.fvw.com))

## **HIGH-END GERMAN HOLIDAYMAKERS WANT UNIQUE EXPERIENCES AND QUALITY TIME**

**Luxury travellers in Germany want not only five-star hotels and top comfort but also unique experiences and quality time with their family, according to a new survey as well as specialist tour operators. - November 27, 2018**

High-end customers want a mix of traditional luxury travel products and new elements, the latest annual "Consumer generations" survey of the top-earning one third of the population by German consultants Keylens and Inlux found. The main results for tourism showed that luxury customers are paying more attention to internet ratings and reviews but a five-star standard remains by far the most important factor. For example, luxury cruises are not only popular with older customers but are a relevant holiday option for more than half of those born since 1967. Expedition ships are attractive for many well-off travellers aged below 50. And nearly half (47%) of those born after 1995 would go on a luxury cruise holiday.

In terms of general travel motivations, there are two main types. Quality time with family or friends is the most important element for 62% of all respondents. Ideally this is combined with special moments or unique experiences that remain memorable for a long time. Another major need across all age-groups is for relaxation and compensation for stressful everyday life. However, there are also significant differences between the five different generations, according to the survey:

**Silent Generation** (born before 1946): Familiar surroundings on holiday and recognition by hosts is decisive for this customer segment. Five-star classification is less important than for other age-groups.

**Baby Boomer** (1947-1966): Intense experiences, self-reflection, 'getting into balance' are the top factors for this customer segment. They are least likely to switch away from first-class hotels towards less comfort.

**Generation X** (1967-1982): This age-group has the strongest desire for relaxation and recovery. They do not want to make any mistakes with their holiday booking and are most likely to rely on travel agents.

**Millennials** (1983-1994): This generation has the highest proportion of 'discoverers' who want to combine five-star luxury with intensive personal experiences. But they also have a high desire for relaxation.

**Generation Z** (1995-2010): A change from everyday life, surprises and unique experiences on holiday are especially important for this age-group. But at the same time they also have the second-highest score in terms of desire for relaxation.

The survey findings are largely in line with the experiences of German tour operators in the premium market. Karl Pojer, head of premium cruise operator Hapag-Lloyd Cruises, said luxury customers want "everything apart from the mainstream", and are especially interested in "unique, individual and customized experiences in exciting parts of the world." He emphasized that although digitalization is becoming more important it does not replace individual service and comfort. "High Tech does not replace High Touch," he declared.

Steffen Boehnke, head of Airtours, TUI's premium holidays brand, highlighted the need for flexibility given that customers want to have individual travel planning. Time is another important element. The desire to save travelling time while continuing to enjoy high standards of comfort is getting more important, he pointed out. Such factors are often much more important than the price of the holiday.



Stephan Braun, head of Windrose Finest Travel, noted that many high-end customers also put priority on enjoying gastronomy on their trips, including regional specialties. A new trend, according to Marion Aliabadi, chief of Design Reisen, a winner in this year's fvw Tourism Champions awards, is 'healing'. This refers to living sustainability and 'giving a meaning to your life'. This is particularly important for younger customers, she said.

The overall importance of the premium market, according to experts, is not only its financial value in terms of revenues and profits. It is also seen as an early indicator of preferences and trends that later emerge in the larger mainstream market. For example, demand for more individual, customized holidays started in the luxury market and has spread into the mainstream market in recent years.

(source: [www.fvw.com](http://www.fvw.com))

## 9.1 TOUR OPERATOR & AIRLINE NEWS

### **HARD BREXIT COULD HIT TRAVEL AND TOURISM ACROSS EUROPE**

**TUI, Thomas Cook, international airlines and European destinations could all be impacted if the UK leaves the EU next March without an agreement covering key issues for the travel and tourism industry. - November 14, 2018**

#### **The Brexit clock is ticking for the travel and tourism industry**

What kind of Brexit will there be? Hard, soft or something in-between? This question remains unclear despite yesterday's agreement between London and Brussels, which requires political approval by the British Parliament and EU states in the coming weeks. Fears remain that the UK's exit from the European Union on March 29, 2019 will have major economic consequences across many industries. These could include the aviation industry and pan-European tourism groups such as TUI and Thomas Cook in particular. Many vital questions remain open, according to an article in the latest issue of fvw.

### **What about tourism group employees working abroad?**

“We are preparing for all imaginable scenarios, including a hard Brexit,” says TUI CEO Fritz Jousen. Europe’s largest tourism group has had a Brexit working group since summer 2016 tasked with planning measures to keep business going normally. Both TUI and Thomas Cook will be directly impacted by Brexit due to their corporate ownership structures, according to experts. TUI is a German company but is listed on the London Stock Exchange and does not have a majority of EU shareholders. It has a significant number of UK-based shareholders who along with Russian billionaire Alexey Mordashov (with a 24.9% stake) own a combined majority of shares. Thomas Cook, a British company but with many senior managers from Germany or other European countries, is listed on the London Stock Exchange and with a majority of UK-based shareholders. One vital question is what happens to citizens of EU states working for the two groups in the UK if their status is not clarified by a Brexit deal. Similarly, what about the hundreds of British nationals who work as tour guides for TUI and Thomas Cook (or other British tour operators) in EU destinations such as Spain and Greece, or who have jobs in other EU countries?

### **Fewer British tourists on European beaches?**

Another issue is the impact of Brexit on TUI’s and Thomas Cook’s UK businesses. Neither group wants to put any figures on the potential cost of Brexit on business. But the falling pound has already made foreign holidays more expensive for British citizens this year. Fewer bookings next year could easily result in lower revenues and margins in the UK for the two market leaders. Moreover, TUI has already warned about the potential impact of Brexit on EU destinations in view of the importance of British tourist numbers. “Britons take five out of six foreign holidays in EU countries. In Spain or Portugal, nearly every fourth holidaymaker comes from the UK,” the group wrote in the October issue of its ‘Policy Agenda’. Southern European countries are the top destinations from the UK, led by Spain (14.3 million arrivals last year), followed by France (7.2m), Italy (3.1m), Portugal (2.4m), Netherlands (2.2m), Germany (2.1m) and Greece (2.1m), according to the UK Office for National Statistics. In other words, fewer British tourists could leave sizeable gaps in hotel occupancy levels and lead to lower tourism receipts in countries such as Spain, Portugal and Greece, which are still struggling to recover from the financial crisis.

## **Chaos for airlines next March?**

The biggest immediate risk, however, surrounds aviation. Little over four months before Brexit, issues such as UK – EU traffic rights and airline ownership rules remain unresolved. Airlines are particularly worried as they are already selling tickets for flights between the UK and EU states in summer 2019 despite this legal uncertainty. Some experts have warned that flights between the UK and the EU might even be halted in the immediate aftermath of the March 29 withdrawal date. For example, Christoph Debus, CEO of Thomas Cook Group Airlines, recently cautioned: “It cannot be excluded that flights will stop for a day or a week.” Gerd Pontius, CEO of airline consultancy Prologis, says: “Even if Brussels and London still agree a political deal, everything has to be legally regulated in detail. It won’t be possible to settle the contractual formalities overnight.” Similarly, IATA chief Alexandre de Juniac points out: “Not only permitted flight connections but also licences and safety rules will have to be agreed.” Mutual acceptance of existing standards could be the simplest solution but would need to be legally watertight, which could take time, he added.

Both Debus and Pontius want to see a transitional period of one or two years to gain sufficient time for these issues. “If that doesn’t come, then the complaints will be very, very loud,” predicts the experienced consultant. Other executives are more optimistic, however. Stefanie Berk, head of Thomas Cook Germany, says: “We expect there will be a solution and that our guests will not have to suffer any adverse effects.”

## **British or EU airline?**

In terms of future traffic rights for flights between the UK and other EU countries, either there needs to be a new multilateral UK – EU air agreement or bilateral agreements between the UK and the other 27 EU states. Another question is whether EU travellers will be allowed to fly with British airlines to the UK and then onwards to overseas destinations (such as the USA) under the so-called ‘6th freedom’. The ownership question is perhaps the trickiest of all. Under existing rules, an airline must be at least 50% owned by EU shareholders in order to benefit from full Single Market traffic rights. Irish carrier Ryanair aims to reduce its current 54% British shareholder structure down to 49% to legally remain an EU carrier.



Yet it also wants a British AOC that would allow it to continue domestic flights within the UK and could potentially be used for UK-EU flights in future as well. Easyjet has already set up a separate Vienna-based European subsidiary with an Austrian AOC so that it can continue to fly between EU states. IAG, the holding company of British Airways and EU carriers Iberia, Vueling and Aer Lingus, faces the particularly complex problem of how to structure the ownership of the different operational airlines. But German airlines Condor and TUIfly are also affected as subsidiaries of British-owned companies. Neither carrier wanted to disclose details of their 'worst case scenario' planning to fvw but both are working intensively on potential solutions. Ideas apparently include relocating company head offices and staff, as well as partial sales to ensure EU ownership. One model could be to cooperate with German-based foundations, in a similar way as Lufthansa did when acquiring non-EU carrier Swiss several years ago.

Regardless of political developments over the next few weeks, observers believe that many of these questions may not be resolved for quite some time, leaving the European travel and tourism industry in 'emergency planning' mode right up to next March.

## 9.2 GERMANY ECONOMY NEWS

### **GERMAN ECONOMY SHRINKS FOR THE FIRST TIME SINCE EARLY 2015**

**BERLIN (AP) — Germany’s economy shrank slightly in the third quarter of 2018, the first quarterly decline since early 2015, due to declining exports and bottlenecks in getting new cars certified under tougher emissions tests. - November 14, 2018**

The Federal Statistical Office reported Wednesday that economic output fell by 0.2 percent in the third quarter. The agency said exports were down and imports were up in the third quarter, meaning there was a net drag coming from trade compared with the previous three-month period.

The economy ministry said in a statement that “one-time effects in the third quarter lead to an interruption of the upswing” as major automakers including Daimler and Volkswagen had difficulty getting new cars certified under tougher emissions testing standards. That led them to discount cars ahead of the Sept. 1 test deadline, and caused a shortage of cars to sell to consumers afterward.

Moritz Degler, an economist at Oxford Economics, said that the drop in auto production and its knock-on effects through the industry’s supply chain could have taken a half-percentage point off gross domestic product. “This implies that the economy didn’t slow much from 0.5 percent growth (in the second quarter),” he said.

He foresaw the economy bouncing back to 0.6 percent growth in the fourth quarter as the auto impact fades: “Germany’s dire Q3 GDP figure is much more a reflection of the country’s overreliance on an outsized automotive sector, than it would suggest a further decline in eurozone growth momentum.”

The drop followed increases of 0.5 percent in the second quarter and 0.4 percent in the first. It comes as growth is slowing across the 19-country eurozone economy. Economists say that the easing in growth will likely not be enough to make the European Central Bank cancel plans to end its 2.5 trillion-euro (\$2.9 billion) bond purchase stimulus at the end of the year.



ING economist Carsten Brzeski says signs point to a rebound, but that the third-quarter decline is “another wake-up call that political stability and strong growth are by no means a given.”

(source: [www.apnews.com](http://www.apnews.com))





**ST.PETE  
CLEARWATER  
FLORIDA**

## Contact

If you have any questions regarding this report, please do not hesitate to contact us.

### Kaus Media Services

**Sophienstrasse 6  
30159 Hannover  
Germany**

**Tel.** +49 (0)511 899 890-0  
**Fax** +49 (0)511 899 890-69  
**Web** [www.kaus.net](http://www.kaus.net)  
**E-Mail** [info@kaus.net](mailto:info@kaus.net)

**ROOSTER**<sup>PR</sup>  
GLOBAL BRAND COMMUNICATORS



**ST.PETE  
CLEARWATER  
FLORIDA**

<b>REPORT</b>	PR Activity Report
<b>CLIENT</b>	Visit St. Pete/Clearwater
<b>MONTH</b>	November 2018

**Waterloo House, 207 Waterloo Road, London SE1 8XD**

**T:** +44 (0)20 3440 8930 | **E:** info@rooster.co.uk | **W:** rooster.co.uk | **F:** +44 (0)20 3440 8936

## Key Performance Indicators

KPI	Target over 12 months (Jan 2018 – Dec 2018)	Amount Achieved in November 2018	Amount Achieved to date	KPIs Remaining
Press releases	15	0	4	11
Media visits	10	0	5	4
Media briefings	25	6	40	0(+15)
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 1 Tabloid: 1 Regional: 0 Trade/B2B: 0 Consumer: 0 Online: 1 Broadcast: 0 Blogs: 0	Broadsheet: 6 Tabloid: 3 Regional: 1 Trade/B2B: 1 Consumer: 11 Online: 13 Broadcast: 1 Blogs: 8	Broadsheet: 4 Tabloid: 9 Regional: 13 Trade/B2B: 7 Consumer: 5 Online: 1 Broadcast: 0 Blogs: 0

## Year to date totals (as at 30 November 2018)

YTD total circulation	YTD total readership	TYD total AVE value	YTD total PR value
129,054,105	221,619,660	£4,351,990	£10,879,975

## Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Broadsheet	23 November	The Telegraph	Simon and Susan Veness	The Vinoy Renaissance St. Petersburg Resort & Golf Club – Hotel Review	24.8 million
Tabloid	26 November	The Scottish Sun	Lottie Gross	The 12 best secret beaches in the world – with not a sun lounger in sight	3.2 million
Online	30 November	Florida Friday	Samantha Williams	Christmas in the Sunshine State	26,207

**N.B:** All 2018 coverage can be viewed on [CoverageBook](#) and the running press trip log can be viewed [here](#).

## Activity

### Key Pitches

Journalist/blogger	Outlet	Topic
Patrick Welch	<b>Metro</b>	Fenway Hotel opening
Damon Wilkinson	<b>Manchester Evening News</b>	SHINE
Samantha Williams	<b>Florida Friday</b>	Christmas in St. Pete/Clearwater
Katy Salter	<b>Freelance</b>	Foodie trip
Hannah Summers	<b>Freelance</b>	Foodie trip
Stephanie Dobrijevic	<b>Food &amp; Travel</b>	Foodie trip – ongoing liaison
Lydia Winter	<b>Foodism</b>	Foodie trip – ongoing liaison
Penny Walker	<b>The Telegraph</b>	Destination visit

## **Activity**

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster pitched foodie trip to top-tier journalists; ongoing
- Rooster began development of '5 reasons you need to visit St. Pete/Clearwater this winter' press release
- Rooster reviewed opportunity with America's First Coast Travel
- Rooster completed Visit Florida survey re 2019 activity
- Rooster liaised with Visit Florida re upcoming press release topics to contribute to
- Rooster liaised with Kew Gardens re potential collaboration activity in 2019
- Rooster participated in PR update and PR planning calls
- Rooster updated VSPC's IMM profile ahead of event
- Rooster attended Visit Florida lunch at WTM on behalf of VSPC
- Rooster continued to monitor red tide updates in the destination
- Rooster continued development of 2019 draft PR plan and bigger campaign ideas
- Rooster continued research/planning of Craft Beer Channel partnership and London Shuffle media/pop-up event
- Ongoing update of the coverage log and CoverageBook for accurate client reporting and uploading articles to Simpleview
- Ongoing liaison with VSPC re various group trip updates and destination updates

## **Media Liaison**

- Rooster liaised with Andy Martin at Bournemouth Echo re St. Pete/Clearwater visit and provided information and images for the Clearwater Marine Aquarium
- Rooster continued liaison with Escapism re foodie trips in 2019
- Rooster continued liaison with Food & Travel re foodie trips in 2019
- Rooster liaised with Terry Stafford at TLM Magazine re VSPC destination guide/feature
- Rooster continued liaison with Alexandra Pereira re St. Pete/Clearwater destination feature in WOW air's in-flight magazine

- Rooster provided imagery and hotel pricing to Carly Honeyfield for destination feature following press trip
- Rooster reviewed destination photoshoot opportunity with Woman & Home; declined based on low ROI
- Rooster liaised with Beauty Rocks re possible trip in 2019
- Rooster proactively and reactively pitched VSPC story opportunities to media

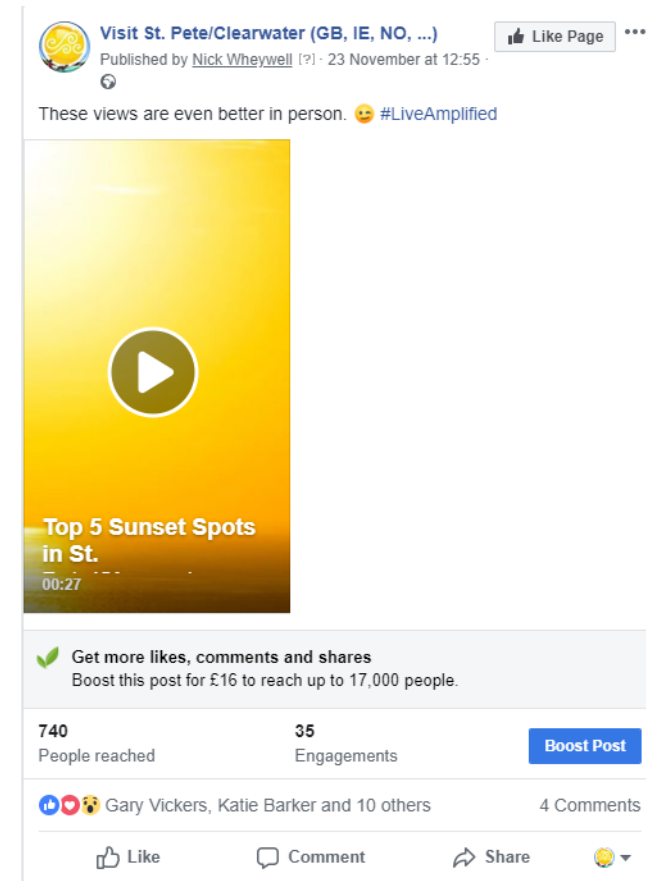
### **Media Trips**

- Rooster liaised with Claire Bloomfield from Destination Weddings/Wedding Ideas re trip opportunity; developed itinerary further and continued outreach to partners to confirm itinerary
- Rooster liaised with VSPC re January group press trip hotel partners and logistics
- Rooster liaised with Norwegian re group press trip flights and target media list
- Rooster drafted January group press trip itinerary and invitation

# Social Media

## Facebook

- Rooster continued with customer responses and general management of the page
- Total page likes (UK) changed from **7,276** to **7,270** (a decrease of 6)
- Total engagement (clicks) rate: **60**
- Total reach of our posts: **2,987**
- Total impressions including shares/likes/news feed placement: **3,877**
- The most popular post was the **video post** on 23 November. The post received **17 likes, 4 comments** and **0 shares**, leading to a reach of **740**. There were **15** clicks on the post (right).



## Forthcoming activity and priorities

### **Activity**

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2019 to media
- Rooster to finalise PR plan for 2019 and share with VSPC
- Rooster to continue research and development of bigger campaign ideas
- Rooster to update the social media calendar to suit UK market and upload posts twice weekly

### **Press Trips**

- Ongoing monitoring of requests for press trip support/blogger requests
- Continue pitching to foodie media targets for destination trips in January 2019
- Pitching to target media to review/cover Fenway Hotel and Belleview Inn
- Continue to finalise the itinerary for Claire Bloomfield's upcoming press trip
- Continue liaison with Norwegian re secured media for January group press trip
- Continue development of group press trip itinerary and begin outreach to partners

### **Press Release/Pitches**

- Rooster to continue to liaise with media who have been receptive to recent pitches, as well as seek relevant pitch opportunities
- Rooster to develop press releases pending newsworthy destination updates
- Rooster to continue pitching VSPC according to 2019 UK travel trade forward features (upcoming pitches include Family Holidays, Touring & Adventure, Winter Sun & USA)
- Rooster to begin pitching the 2019 Florida Botanical Gardens 50 couples ceremony to UK media



## Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

**James Brooke**, Managing Director

**Nick Wheywell**, Head of Digital

**Katie Raby**, Account Director

**Jo Kendall**, Account Manager

**Charlotte Wright**, Account Executive

E: [TeamVSPC@rooster.co.uk](mailto:TeamVSPC@rooster.co.uk)

T: +44 (0)20 3440 8930

W: [www.rooster.co.uk](http://www.rooster.co.uk)

Tw: @RoosterPR



Waterloo House, 207 Waterloo Road, London SE1 8XD

# NJF

AN **MMGY**GLOBAL COMPANY

## Memo

**To:** David Downing; Leroy Bridges; Mackenzie Monteiro

**From:** NJF

**Date:** December 5, 2018

**Subject:** Account Activity November 2018

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We are pleased to provide highlights of public relations activities undertaken by NJF during the month of November 2018.

## MEDIA PLACEMENTS

- **Total Placements YTD: 83**
  - **Circulation/UMV:** 693,247,484
  - **Viewership:** 3,034,220
  - **Total Earned Media Value:** \$14,421,069

Outlet	Journalist	Topic	Reach	Date
NYTimes.com	Shivani Vora	Affordable Holiday Getaways	29,886,442	11/8/18
<i>The New York Times</i>	Shivani Vora	Affordable Holiday Getaways	1,103,096	11/11/18
Radio-Canada's "C'est Encore Mieux L'après-Midi" Facebook Page	Allison Van Rassel	Food Scene in St. Pete	5,424	11/14/18
Radio-Canada's "C'est Encore Mieux L'après-Midi" Radio Segment	Allison Van Rassel	Food Scene in St. Pete	250,000	11/14/18
JournalDeMontreal.com	Marie Poupart	Murals in St. Pete	17,700,000	11/17/18
BlackBook.com	Adam Pollock	Feature on the Destination	155,490	11/26/18
TheDailyMeal.com	Adam Pollock	Feature on the Destination	3,300,000	11/26/18
SmithsonianMag.com	Jennifer Billock	Magritte & Dali Exhibit	10,100,000	11/30/18

## UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Reach	Run Date
<i>Family Traveller</i>	Hannah Freedman	Destination Feature	100,00	Fall
CNBC.com	Jimmy Imm	Fall Travel	26,071,453	December
<i>The Boston Globe</i>	Pam Wright	Feature on Central Arts District	323,396	December
<i>The Boston Globe</i>	Diane Bair	Fenway Hotel	323,396	December
OprahMag.com	Brie Schwartz	Winter Travel	251,800	December
<i>Le Devoir</i>	Allison Van Rassel	St. Pete	32,412	TBD
<i>Montreal Journal</i>	Marie Poupart	Dunedin/Fenway Hotel	17,700,000	TBD
<i>Am New York</i>	Gina Pace	Dunedin/Fenway Hotel	245,230	TBD
<i>Sunseeker</i>	Teresa Bitler	Dunedin/Fenway Hotel	TBD	TBD
<i>Simply Gluten Free</i>	Alex Beaven	St. Pete's Wellness Offerings	65,000	TBD
<i>PaperCity</i>	James Brock	Destination Feature	80,592	TBD
<i>The Dallas Morning News</i>	Katherine Rodeghier	St. Pete's "Renaissance"	295,251	TBD
PhillyVoice.com	Ed Condran	Feature on St. Pete	1,626,222	TBD
IntoMore.com	David Duran	Feature on St. Pete	819,620	TBD

## MEDIA VISITS & PRESS TRIPS

- Fenway Hotel Press Trip: November 8 -11
  - NJF continued to liaise with the following confirmed journalists:
    - BlackBook, Adam Pollock
      - Coverage: Online story about the overall destination and hotel
    - Radio-Canada CBC, Allison Van Rassel
      - Coverage: Coverage on Radio Canada and coverage in *Le Devoir*
    - Freelance (Oxygen, NY Daily News, amNewYork), Gina Pace
      - Coverage: Feature story on Dunedin for amNewYork
    - Freelance (Sunseeker, Sherman's Travel, Fodors, Atlas Obscura), Teresa Bitler
      - Coverage: Feature on the destination and the hotel in an upcoming issue of Sunseeker; pitching her other as well
    - *Le Journal de Montréal*, Marie Poupart
      - Coverage: Feature story for *Le Journal de Montreal* in print and online
  - NJF provided waivers to the VSPC team from each of the participating journalists prior to their arrival in the destination.
  - NJF shared a briefing book with the VSPC team outlining each journalist's background, coverage plans, flight information and dietary restrictions.
  - NJF staffed the press trip from November 8 – 11.
  - NJF continued to work with Mackenzie Monteiro on the itinerary for the trip, as well as the itinerary for Allison Van Rassel who was staying an extra day to experience more of the F&B offerings in St. Pete.
  - NJF followed up with each journalist after the trip to answer any questions and provide additional assets necessary for their stories.
- Recent Media Visit
  - *The Boston Globe*, Diane Bair: November 13 – 15

- NJF followed up after Diane's stay and worked with the Hayworth PR team to fact check her story; coverage is slated for December.

## EVENTS

- Rockefeller Center Christmas Tree Lighting – November 28
  - NJF invited travel and lifestyle contacts to the tree lighting; NJF secured the following attendees:
    - *AFAR*, Lyndsey Matthews (Destination News Editor)
      - Guest: Ann Shields, *AFAR's* Managing Editor – Destination Guides
    - Elite Daily, Alexa Mellardo (Lifestyle Editor)
      - Guest: Rebecca Siegel
    - Hearst Digital Media / *OprahMag.com*, Brie Schwartz (Deputy Editor)
      - Guest: Benjamin Cownie
    - *USA Today*, Nancy Trejos (Travel Writer)
      - Guest: Kristie Kellahan (Freelance – The Sydney Morning Herald, Traveller)
  - NJF provided confidentiality agreements to the VSPC team from each attendee prior to the event.
  - NJF staffed the event and followed up with media post event to share more details on the destination for upcoming stories/potential visits in 2019.
- Royal Palms Chicago Event
  - NJF continued to liaise with the Royal Palms Chicago team to discuss a media/influencer event on January 30th.
  - NJF held a call with the Royal Palms team on 11/16 to discuss the upcoming event.
  - NJF continued drafting a budget proposal and timeline to share with the VSPC team after final discussions with Royal Palms team surrounding cost of the venue.
  - NJF continued researching ideas for macaroons that can act as a takeaway item at the event.
  - NJF continued ideating around a social media component for the event.
- IMM NYC - January 24
  - NJF continued compiling a list of journalists to reach out to for deskside meetings with Mackenzie Monteiro when she is in town for IMM; NJF will begin outreach in December.

## PITCHING AND OUTREACH

- NJF drafted copy surrounding the Fenway Hotel and Belleview Inn for inclusion in an agency pitch on new hotels that opened in late 2018 or are opening in early 2019; distribution is slated for early December to short-lead travel and lifestyle outlets including (but not limited to):
  - **CNTraveler.com**
  - **FathomAway.com**
  - **Forbes.com**
  - **Hauteliving.com**
  - **TravelandLeisure.com**
- NJF continued outreach about where to travel this winter, including St. Pete/Clearwater to short-lead lifestyle, travel and deals outlets including (but not limited to):
  - **Brit + Co**
  - **Departures.com**
  - **HarpersBazaar.com**
  - **Refinery29.com**

- **TravelChannel.com**
- NJF included St. Pete/Clearwater in a pitch about best family destinations for the holidays that was distributed to short-lead family, travel, and lifestyle outlets including (but not limited to):
  - **FamilyFun.com**
  - **Forbes.com**
  - **RD.com**
  - **RedTri.com**
  - **USAToday.com**
- NJF drafted a pitch on Dunedin as a great winter travel destination that will be distributed to short-lead travel and lifestyle outlets in early December.
- **CNBC.com:** NJF continued liaising with freelance writer Jimmy Im about his upcoming story on the destination; NJF is awaiting confirmation on a run date
- **Hemispheres:** NJF continued to liaise with freelance writer Michaela Trimble who is pitching the destination to her editor for consideration for inclusion in an upcoming issue; NJF is awaiting Michaela's feedback.
- NJF continued distributing a food-focused pitch highlighting new restaurants and F&B updates to targeted F&B publications and for any relevant opportunities.
- Pitched St. Pete/Clearwater to the following media for other one-off opportunities:
  - **AFAR**, Nora Walsh – New Hotels of 2018
  - **Brit + Co**, Meghann Foye – Millennial Getaways of 2019
  - **Men's Journal**, Ashley Mateo – Affordable Winter Vacation Ideas
  - **OprahMag.com**, Brie Schwartz – Winter Travel Destinations
  - **Reader's Digest (online)**, Sheryl Nance-Nash – Under the Radar Travel Destinations
  - **TheDailyMeal.com**, Jordi Lippe-McGraw – Best Foodie Towns
  - **TBD**, Charu Suri – New Museum Openings
  - **Travel + Leisure x TODAY**, Amalia Carusone – Affordable Holiday Travel

## MISCELLANEOUS

- NJF inquired about the dates Leroy Bridge's will be in Austin to plan outreach accordingly to secure a few media appointments.
- NJF reached out to Julie Wilson to align on outreach efforts for the upcoming Jewels of the Imagination exhibit at the Museum of Fine Arts; NJF is awaiting feedback.
- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:
  - Fenway Hotel Press Trip
  - Royal Palms Chicago Event
  - Rockefeller Center Tree Lighting Event
  - IMM NYC
  - Hotel Development
  - Art & Culture Updates
  - Upcoming Museum Openings & Exhibits
  - New Restaurant/Bar Updates