



Proposed VSPC Marketing Meetings

The VSPC Marketing team and stakeholder Marketing Meetings will play a pivotal role in ensuring Visit St. Pete/Clearwater stays abreast of the newest and best industry marketing strategies, utilizing the collective expertise of key industry stakeholders. These meetings will afford opportunities for industry stakeholders to offer insights to VSPC's internal marketing professionals, to enhance the organization's tourism initiatives.

Objectives and Goals of Marketing Meetings:

- **Share Guidance:** Discuss current and proposed marketing assumptions and strategies;
- **Enhance Tourism:** Share constructive feedback and suggestions to drive tourism growth within the county by optimizing marketing efforts;
- **Independent Insight:** Contribute an independent and well-informed perspective in the evaluation of marketing initiatives, drawing on industry expertise;
- **Identify Potential Resource Retargeting:** Develop suggestions regarding the potential allocation of marketing resources, enabling maximum effectiveness in driving visitation to the destination;
- **Synergy:** Ensure marketing activities are in synergy with VSPC's overall mission to attract overnight visitors to the destination;
- **Creative Excellence:** Assess the quality and focus of creative work, aiming to maintain high standards and innovative approaches in marketing materials and campaigns;
- **Quarterly Engagement:** Meet quarterly to collaborate, review strategies, and provide insights.

By fulfilling these roles, these quarterly meetings will ensure that Visit St. Pete/Clearwater's marketing strategies remain dynamic, effective, and responsive to the ever-evolving tourism landscape, ultimately fostering the continued growth and success of the destination.

In addition to the VSPC marketing team, these meetings should include select and diverse industry stakeholder **marketing experts** from local tourism-related industries, which may include but are not limited to the following:

1. **Hospitality and Accommodations:** Representatives from hotels, resorts, and other lodging providers to offer insights into the needs and preferences of travelers, as well as growth opportunities in the accommodation sector;
2. **Restaurants and Dining:** Restaurants to provide input on culinary and dining experiences, often integral to a tourist's visit;
3. **Attractions and Entertainment:** Individuals from entertainment venues, sports, and other attractions can contribute ideas for promoting local experiences;
4. **Transportation:** Transportation professionals, such as representatives from airlines, car rental companies, and public transit agencies, can discuss transportation-related marketing strategies;
5. **Cultural and Arts Organizations:** Representatives from museums, theaters, and cultural organizations can contribute ideas to promote cultural experiences in the region;
6. **Environmental and Sustainability Experts:** Given the growing importance of sustainable and eco-friendly tourism, individuals with expertise in sustainability can provide insights on responsible tourism initiatives.