



## PUBLIC RELATIONS

### 2006 – 2007 SALES PLAN

Prepared by:

Wit Tuttell

Director of Public Relations

## GOAL

*Generate 500 stories (a 10 percent increase from 05-06) that promote St. Petersburg/Clearwater – Florida's Beach in domestic and international newspapers and magazines as well as on radio and television programs*

## STRATEGIES:

- Contract with a domestic PR agency to proactively pitch national media outlets and generate travel coverage on the destination.
- Work with our contract nature/outdoors PR agency to do niche work on our specialty area. The agency will produce six feature releases each year, pitch individual media visit and/or a group media trip, assist in hosting the media and follow up on articles. This cost is minimal and covers a completely separate market for our area.
- Maintain our contract with a PR agency in the UK (and Scandinavia) and in Germany (Central Europe) to send out regular releases and bring media over to our area individually and on press trips.
- Work with our domestic New York-based PR agency to conduct our annual media luncheon mission in New York and possibly two other major feeder markets. Conduct three CVB individual Media Missions making personal media calls to travel and consumer publications in three of our top feeder markets.
- Pitch travel trade publications such as Travel Agent magazine and Travel Trade Gazette both in person on media missions and by continuing our strong presence at the major international travel shows including World Travel Market (London), the Internationale Tourismus-Borse (Berlin), the Travel Industry Association's POW WOW trade show (Anaheim) and Florida Huddle trade show (Sarasota).
- Bring members of the media to the major area attractions (Fort De Soto and Caladesi Island as top-rated U.S. beaches, the Salvador Dali Museum and Brooker Creek Preserve) to generate media exposure. We also will promote the area through special interest travel to magazines catering to these items.
- Create 12 targeted press releases that will be sent to special mailing lists in order to generate additional articles in domestic and regional media. We will also invite these media to our press trips and individual visits. Niche publications we will target include Audubon magazine, Spa Finder, Black Meetings & Tourism and Southern Living Gardens.
- Bring three travel television crews to the area. Work domestically and in our international markets to generate stories on travel TV programs relating to our area.
- Pursue national/syndicated travel media to visit the area on individual visits.
- Continue to grow the interest in our CVB Public Relations committee. We hope to increase membership to have more than 30 different area tourism entities represented in order to engage more area industry members in our PR program.
- Team with at least four other tourism marketing organizations to promote visitation to our areas (potential partners include: Orlando/Orange County CVB, Visit Florida, Busch Entertainment Corporation, the Tampa Bay CVB, Greater Miami CVB, Fort Lauderdale CVB and the Lee County CVB)



- Work with tour operator and/or airline partners to bring media to the area domestically and internationally.
- Partner with outside agencies, Web databases and travel writing organizations to conduct eight press trips to the area.
- Incorporate at least 20 area attractions into CVB press trips, individual media visits and press releases. The trips will reflect a geographic balance of attractions, accommodations and restaurants throughout the 24 communities that make up Pinellas County.
- Generate media coverage of St. Petersburg/Clearwater – Florida’s Beach in 50 Internet outlets. We will accomplish this by updating the PR section of our own Web site with new information on attractions, accommodations and events; by including Internet media in our press release and alert mailings; and by e-mailing press releases to Web sites and travel databases that accept destination information such as Frommers.com, Travelocity, Family Travel Forum and About.com.

## GOAL

*Personally showcase the three major regions of our area (Tarpon Springs/North county, Gulf beaches and St. Petersburg/South county) to 30 travel writers including 5 of our top 10 feeder markets.*

### STRATEGIES:

- Work with our domestic PR agency to develop national TV and print media coverage of our area. We will showcase the best and newest activities in our area for these major media markets.
- Work with our international PR agencies to develop CVB media missions in the US, UK and Central Europe. We will showcase the best and newest activities in our area.
- Invite top travel media from national publications and publications in our top feeder markets to make an individual visit during the year. We will conduct several themed press trips (nature, history, family vacations, etc.) for travel writers.
- Prepare one informational mailout to newspapers and magazine through NAPS (North American Precise Syndicate). This pre-formatted mailing will reach middle- and small-market newspapers and magazines throughout the United States. Previous placements have generated hundreds of stories with circulation in the millions.
- Promote the area’s best and newest assets at 10 trade shows and media missions throughout the United States and internationally.

## GOAL

*Generate 72 media stories (a five percent increase from 05-06) in local publications that promote CVB efforts and the value of tourism to St. Petersburg/Clearwater – Florida’s Beach*

### STRATEGIES:

- Edit and distribute 22 issues of the CVB E-News to area media and community leaders. This electronic newsletter informs our audience of all the ongoing projects from every department in the CVB.
- Maintain a local media presence for the CVB through radio appearances on programming through Pinellas County Communications and city-sponsored television.



- Arrange 10 scheduled alerts to local media informing them of CVB programs, activities and accomplishments. We will also create 12 full stories on CVB projects for distribution in smaller circulation publications such as the Gulfport Gabber, Pinellas News and Beach Leader/Bee.
- Work with all local governmental bodies and Chambers of Commerce to coordinate promotion and publicity of newsworthy festivals, events and additions.