



**ST. PETERSBURG  
CLEARWATER**



**ST. PETERSBURG  
CLEARWATER**

13805 58th Street North  
Suite 2-200  
Clearwater, FL 33760  
727-464-7200 • 877-352-3224  
VisitStPeteClearwater.com

Official Industry Partner Website:  
PinellasCVB.com



**2014  
ANNUAL PLAN**

# INTRODUCTION

Pinellas County is the leading destination on the Gulf Coast in the U.S., drawing more than 14 million visitors in 2012, including some 5.4 million overnight guests. Made up of 26 distinct communities, the area is best known for its record-breaking sunshine, 35 miles of spectacular white-sand beaches and a wide array of cultural offerings. A variety of attractions, world-class museums, sporting and beach activities, arts, culture and nature-related experiences make Pinellas County an unparalleled vacation destination, and its location on a Gulf peninsula makes it truly unique among Florida beach destinations. With an annual economic impact of more than \$7 billion, tourism contributes \$230 to our local economy every second of every day. In short, tourism is the economic life-blood of Pinellas County.

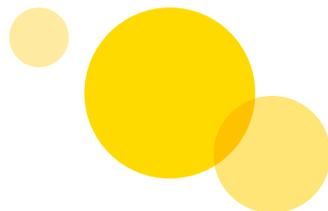
**Visit St. Pete Clearwater** (VSPC) is the Pinellas County department that is responsible for the marketing and management of this vital county industry. This document includes VSPC’s annual statistical and demographic information as compiled via VSPC-sponsored research, as well as top-line marketing initiatives and departmental action plans designed to continue this growth in the coming year.

The success the St. Pete/Clearwater area has enjoyed this past year – including the single highest-grossing Bed Tax month in the history of Pinellas County – is a testament to the support and cohesiveness of its tourism industry, from Tarpon Springs to Fort De Soto and everything in between. We thank you for your continued support and engagement, and we encourage you to stay up-to-date by visiting [PinellasCVB.com](http://PinellasCVB.com), our industry partner website, for the latest visitor statistics, monthly department reports, and other materials designed to help you continue growing the St. Pete/Clearwater area’s most important industry – tourism.

We look forward to hearing from you.

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## WHO WE ARE & WHAT WE DO

### Visit St. Pete Clearwater

Visit St. Pete Clearwater (VSPC) is the consumer-friendly name by which The Pinellas County Convention & Visitors Bureau (CVB) does business. VSPC is a department of Pinellas County Government and is the official tourism marketing and management organization for the entire county and its 24 municipalities.

VSPC is charged with enhancing the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture, and nature-based opportunities. The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others. VSPC also partners with the local airports on air service development initiatives.

VSPC has an in-house staff of 33 in its Clearwater office, in addition to contracted sales and PR representatives in St. Petersburg, Washington, D.C., Chicago, New York, the United Kingdom, Germany, and South America.

VSPC is funded EXCLUSIVELY by a portion of the Tourist Development Tax (TDT), which is commonly referred to as the "Bed Tax", charged nightly on short-term accommodations (see Tourist Development Tax section). Our purpose is to strengthen the county's economy and employment level by investing the Tourist Development Tax in innovative marketing programs. The Board of County Commissioners is responsible for oversight of these funds. VSPC reports to a board called The Tourist Development Council (TDC) (see TDC section).



## VSPC DEPARTMENTAL OVERVIEW

### Administration

The Administrative Department's executive staff includes the office of the Executive Director, the Deputy Director and the Administrative Director, who oversee all of the day-to-day operations of the organization, including nine individual departments, three international offices and a variety of outsourced/contracted service providers. Members of the administrative staff – including accounting, IT support, departmental assistants, and more – play key support roles to ensure the organization's operations and programs are managed at peak efficiency. The Administrative Department is also the primary liaison between VSPC and other Pinellas County offices, namely the Tourist Development Council, the Board of County Commissioners, and County Administration.

### Advertising and Promotions

The VSPC Advertising Department works in close partnership with our advertising agency of record, BVK, to develop research-driven integrated advertising programs and bolster VSPC's advertising efforts both domestically and internationally in the leisure, meetings and groups markets. This department is responsible for one of the core functions of VSPC – promoting the destination directly to the traveling public – and does so via ad placement across all advertising and marketing platforms, including but not limited to online, print, radio, television, out-of-home, mobile and many others. The overriding objective is to create brand awareness by differentiating the St. Pete/Clearwater area from its competitors and deliver the right message to the right person at the right time in the planning and visitation cycle.

### Central Europe

Based in Germany, the Central European Office plans and executes sales and marketing programs designed to increase awareness of Pinellas County as a premier travel destination with a view toward generating increased visitation to the area from the Central European markets. By means of trade and consumer shows, extensive travel agent training seminars, participation in tour operator road shows/product launches, sales missions, familiarization tours and myriad marketing/ advertising initiatives, St. Pete/Clearwater's unique attributes and benefits are ensured broad as well as diverse exposure addressing both consumers and travel industry decision makers.

## Hospitality Education

VSPC's Hospitality Education Department liaises with local tourism industry and residents alike, providing tourism education outreach and supporting various Value of Tourism initiatives throughout the community. Key objectives include establishing and promoting more effective education outreach as an industry sales tool; collaborating with industry partners to create a distinct experience for visitors; and organizing familiarization tours of all parts of the county. This department also presents at various meetings and events throughout the year, and organizes volunteers for a wide variety of industry-related initiatives. In addition, the Hospitality Education Department facilitates tourism related internships within the community. Last year the Hospitality Education Department represented the CVB to hundreds of organizations throughout the Tampa Bay area promoting the destination and the value of tourism to thousands of residents and industry professionals alike.

## Internet Marketing

The Internet Marketing Department strives to increase the number of visitors to the area through various online marketing initiatives. These initiatives include the creation of websites and customized landing pages designed to inform and engage potential visitors in order to motivate travel to the destination; development of targeted electronic newsletters and other communications to build awareness and loyalty; development of joint online marketing programs with industry partners and creation of other online initiatives as needed. Internet Marketing is the department responsible for many of VSPC's digitally based marketing programs with the primary focus being the 11 VSPC-owned websites listed below which generate a combined total of more than 1.8 million visits annually:

- [visitstpeteclearwater.com](http://visitstpeteclearwater.com) (Domestic Consumer)
- [visitstpeteclearwater.com/intl/es](http://visitstpeteclearwater.com/intl/es) (Spanish)
- [visitstpeteclearwater.com/intl/de](http://visitstpeteclearwater.com/intl/de) (German)
- [visitstpeteclearwater.com/intl/fr](http://visitstpeteclearwater.com/intl/fr) (French)
- [meetings.visitstpeteclearwater.com](http://meetings.visitstpeteclearwater.com) (Meeting Planners)
- [media.visitstpeteclearwater.com](http://media.visitstpeteclearwater.com) (Media)
- [visitstpeteclearwater.com/gateway/travel-trade](http://visitstpeteclearwater.com/gateway/travel-trade) (Travel Agents)
- [sportsspc.com](http://sportsspc.com) (Sports Commission)
- [filmspc.com](http://filmspc.com) (Film Commission)
- [pinellascvb.com](http://pinellascvb.com) (Local Tourism Industry)
- [m.visitstpeteclearwater.com](http://m.visitstpeteclearwater.com) (Consumer Mobile)

## Tampa International Airport Shuttle



## Latin American Sales

The mission of the Latin American Sales Department is to utilize proven destination sales & marketing strategies to impact consumers and the travel industry in the Caribbean, Central America and South America. Participation in a variety of trade shows, retail travel agent dinners and training seminars, wholesale product launches, sales missions and on-going partnership with Copa Airlines and other Central and South American carriers. Familiarization tours for travel agents, tour operators and media will also play a big role in developing these markets. The department will also work closely with the Meetings and Conventions Department to develop meetings and incentive business. Full time satellite offices will be established and managed by this department in Brazil, Argentina and Colombia.

## Leisure Travel – US and Canada

The mission of the Leisure Travel Department is to utilize proven destination sales & marketing strategies to impact consumers and the travel industry sending tour and travel business to Pinellas County. Participation in a variety of consumer shows, retail travel agent dinners and training seminars, domestic and international wholesale product launches, sales missions and on-going destination training with key internet travel partners allows the Leisure Travel Department access to a diverse cross-section of potential visitors and travel product decision makers. The Leisure Travel Department develops opportunities to market the St. Petersburg/Clearwater area domestically and throughout Canada.

### Media and Interactive

The Media and Interactive Department works with all VSPC departments and the local tourism industry to generate positive branded destination publicity in outlets around the globe. Department staff members orchestrate worldwide efforts with our outsourced public relations firms in New York, UK, Germany, and St. Petersburg, liaising with media representatives from various outlets, including broadcast, print, web and digital to secure story placement and coverage for the destination. In addition, the department promotes positive coverage of VSPC's initiatives and goals in local media as well, and oversees an ever growing number of social media outlets including Facebook, Twitter, Pinterest, YouTube and more.

### Meetings & Conventions

The Meetings and Conventions Department provides meeting planners with extensive and reliable assistance to help them put together the perfect meeting from start to finish. Based on the meeting planners' criteria, department staff members will direct RFPs to hotels that can accommodate the specific needs of a particular meeting, and then proposals are sent directly to the meeting planner. The Meetings and Conventions Department also assists with site visits by planning itineraries, providing transportation to facilities and arranging for complimentary accommodations if needed. In addition, the department offers an incentive program for qualified meetings, and provides several convention services for meetings that have been booked in the St. Petersburg/Clearwater area free of charge.

### St. Petersburg/Clearwater Film Commission

The Film Commission works to bring film, television and video projects of all kinds to the area – the third largest film/video production center in Florida – from Hollywood blockbusters and independent features to television shows, music videos, infomercials and more. Commission staff members regularly host location scouts and production companies searching for the perfect destination for their projects, showcasing the array of dynamic backdrops the St. Pete/Clearwater area offers for shoots of all sizes and tastes. They also liaise with state agencies to promote the film industry, and represent the destination at industry gatherings on the state, national and international levels. The value of the film industry is best exemplified by the recent Warner Bros. blockbuster, *Dolphin Tale*, which was shot on location in Pinellas County and produced a direct local economic impact of more than \$18 million during the three-month shoot alone.

### St. Petersburg/Clearwater Sports Commission

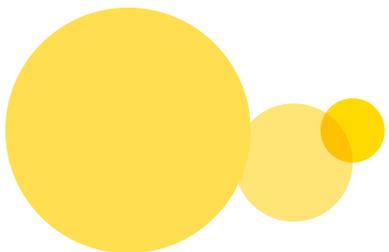
The St. Petersburg/Clearwater Sports Commission is the official sports marketing and management organization for the St. Petersburg/Clearwater area. As such, its mission is to generate positive economic impact and promotion of Pinellas County through overnight room stays by securing and hosting professional, collegiate, youth and amateur team training and tournaments on a state, regional, national, and international level at sports facilities throughout the county. The Commission works with partners in the bid process to bring competitive sporting events to the area that will provide high returns on bed tax investments and promote the destination in a favorable light with participants and media alike.

### UK, Ireland and Scandinavia

Our mission is to continue to raise the profile of St. Pete/Clearwater to UK, Irish and Scandinavian consumers and ensure our destination is top of mind when considering a Florida vacation or in fact any long haul beach vacation. We want to ensure that every visitor to Florida from the UK, Ireland and Scandinavia, comes to Pinellas County as part of their vacation and our aim is to continue growing our market share, maximizing potential room nights and increasing length of stay. We proactively work with the travel trade in expanding our product and training and incentivizing their staff. We exhibit at a number of trade and consumer shows, host sales missions and fairs, maximise our partnerships with other Florida suppliers as well as initiating a highly targeted and far-reaching program of co-op marketing activity aimed at both the trade and the consumer.

### The Pinellas County Tourist Development Council

The Tourist Development Council (TDC) is a 12-member council appointed as an advisory committee by the Pinellas County Board of County Commissioners to oversee the operations of the Convention and Visitors Bureau. TDC members are responsible for making recommendations to the Board of County Commissioners on matters relating to the Tourist Development Tax and the development and oversight of VSPC's strategic program direction and budget.



### Where Summer Rocks Campaign



## Current Tourist Development Council Members

### Elected Officials:

Chairman Kenneth Welch  
Pinellas County Board of  
County Commissioners

Leslie Curran, *Council Member*  
City of St. Petersburg

George N. Cretekos, *Mayor*  
City of Clearwater

Travis Palladeno, *Mayor*  
City of Madeira Beach

Julie Scales, *Commissioner*  
City of Dunedin

### Hotel/Motel :

Russ Kimball, *Vice-Chairman*  
Sheraton Sand Key Resort

Russell C. Bond  
Renaissance Vinoy Resort

Anthony Satterfield  
Alden Suites

Timothy R. Bogott  
TradeWinds Island Resorts

Bill Priakos  
Barefoot Beach Resort

### Tourism Related:

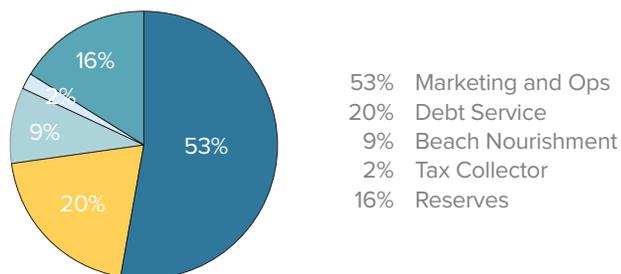
Phil M. Henderson, Jr.  
StarLite Cruises

Jen Carlisle  
Frenchy's Corporate

## Tourist Development Tax

Proceeds from Pinellas County's Tourist Development Tax (TDT) fund several important community functions, including beach nourishment, construction on stadiums and museums, and reserves to be used in the event of an emergency. VSPC's entire operational budget accounts for a little more than half of total TDT revenues, as shown in the pie chart below.

## Allocation of Tourist Development Tax



## RESEARCH IS AT THE CORE OF EVERYTHING WE DO

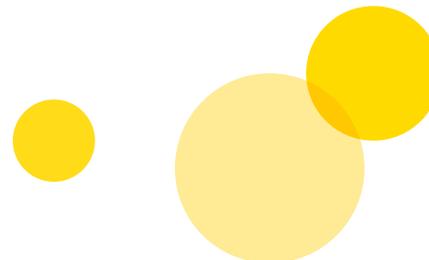
Research is the starting place for action plans designed to support and increase the economic impact of tourism in Pinellas County. To do this we use several metrics, which can be broken into two major categories:

### 1. Performance Indicator

- A figure that illustrates the performance of the Pinellas County travel industry or one of its industry sectors, such as number of visitors, Bed Tax collected, hotel occupancy, average daily rates, airport arrivals, etc.
- VSPC contracts Research Data Services (RDS) to report on the performance of Pinellas County's tourism industry on a monthly basis. This includes occupancy metrics, resident and visitor survey reporting and economic impact estimates, as well as various stand-alone research and brand-focus projects throughout the year.
- VSPC subscribes to Smith Travel Research (STR), the recognized standard bearer for hospitality industry metrics, for monthly operating performance comparison data on the destination as well as destinations within VSPC's competitive set.

### 2. Performance Measure

- A number that measures the results of VSPC's activities.
- Each VSPC department provides a monthly TDC report highlighting various Activity and Performance Measures undertaken throughout the year.
  - > Activity Measure
    - A physical action taken that supports our organization's overall goal, e.g. attending a tradeshow, conducting a familiarization tour, writing and distributing a news release, etc.
  - > Performance Measure
    - A definable measure that helps quantify the results of VSPC's activity, such as consumer impressions, definite booked room nights, media value, visitors guide inquiries, unique site visitors, etc.



# SNAPSHOT OF KEY METRICS

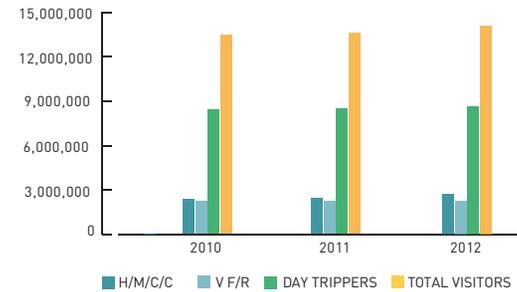
## 2012 St. Petersburg/Clearwater Visitors Statistical Summary

Total Visitors	14,044,600	Arrived by Air	73.6%
Overnight Visitors	5,435,000	Arrived by Personal Car	25.5%
Lodging Occupancy	70%	Annual Spending**	\$7,266,520,891
Average Room Rate	\$113.17	Visitor-generated Wages*	\$3,679,156,500
Length of Stay in Our Area	5.9 days	Full-time Jobs*	89,300
Average Party Size	2.7		

\*Direct and Indirect  
 \*\*Not including Day Trip Visitors

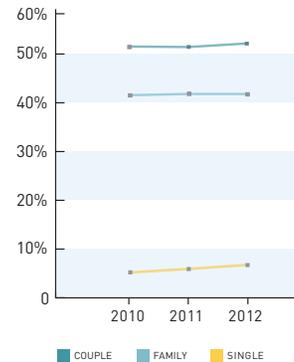
More than 14 million visitors vacationed in St. Petersburg/Clearwater last year, making it the most popular vacation destination on Florida's west coast. More than five million visitors stayed overnight and the length of stay in the area averaged six nights. With the extended stay, overnight visitors to the area have the same impact as 17 million visitors to a typical metropolitan destination.

### Visitors



H/M/C/C – Visitors staying in commercial lodgings. (hotels, motels, condos and campgrounds)  
 V F/R – Visitors not staying in commercial lodgings. (staying with friends and/or relatives)  
 DAY TRIPPERS – Visitors who do not stay overnight.

### Distribution of Party by Type



### Overnight Visitors' Total Economic Impact

Year	# of Visitors	Expenditures*
2010	5,041,200	\$6,351,773,832
2011	5,235,200	\$6,755,432,714
2012	5,435,000	\$7,266,520,891

\*Direct and Indirect  
 Overnight Visitor Expenditures (H/M/C/C & V F/R)

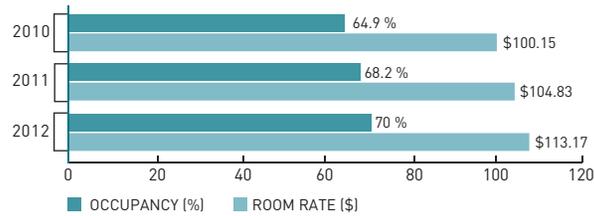
## Chicago Union Station



## LODGING PERFORMANCE

Year after year, occupancy at short-term accommodations remains strong. Also, room rates continue to increase.

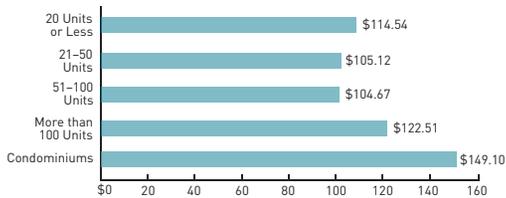
### Lodging Performance



From cozy B&Bs and mom-and-pop motels to expansive gulf-front condos and four-star resorts, the St. Petersburg/Clearwater area offers a wide array of quality lodging options that appeal to most any lifestyle or budget.

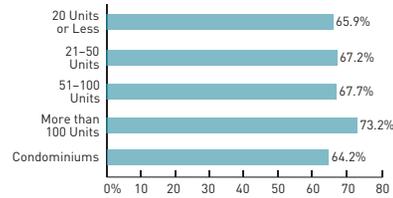
### Lodging by Size 2012

[ Room Rates \$ ]



### Lodging by Size 2012

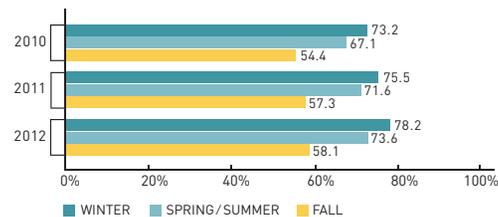
[ Occupancy % ]



### Average Daily Rate by Season

Year	Winter	Spring/Summer	Fall
2010	\$110.41	\$98.58	\$91.46
2011	\$114.51	\$102.95	\$97.05
2012	\$122.43	\$114.17	\$102.92

### Occupancy by Season



## ST. PETERSBURG/CLEARWATER AREA VISITOR ORIGINS 2010-2012

The Midwest and Northeast – primarily Chicago, New York, and New England – remain the area's primary domestic visitor origin markets. However, in-state travel continues to be an important segment. The U.K., Central Europe and Canada continue to be top international markets for the area, with developmental offices in South America showing steady growth.

### Overnight Visitor Origins

Origin	2010	2011	2012
Florida	651,881	672,891	682,208
Southeast	317,064	333,836	353,704
Northeast	1,162,490	1,215,923	1,251,520
Midwest	1,503,651	1,559,622	1,587,787
Canada	319,074	320,663	335,741
Europe	901,315	934,335	998,771
Latin America	29,900	48,100	73,600
Other	155,825	149,830	151,669
<b>Total</b>	<b>5,041,200</b>	<b>5,235,200</b>	<b>5,435,000</b>

In addition to attracting visitors from every state, the area hosted over 1.5 million international visitors in 2012. As the chart below shows, European visitation and expenditures continue to increase despite economic challenges in those markets.

### Total European Visitors

Origin	2011	2012	% Change
U.K.	584,442	606,921	+3.8%
Cont. Europe	349,893	391,850	+12.0%
<b>Total Europe</b>	<b>934,335</b>	<b>998,771</b>	<b>+6.9%</b>

### Total European Expenditures

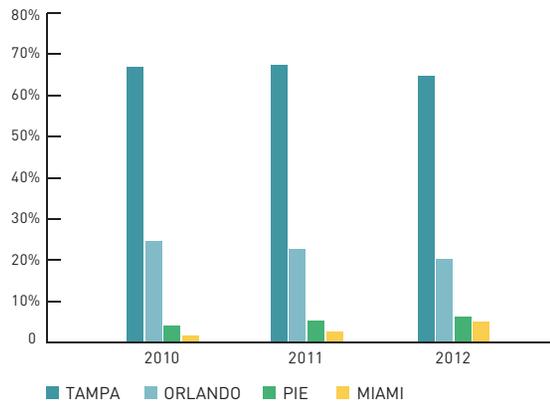
Origin	2011	2012	% Change
U.K.	\$433,071,500	\$477,440,500	+10.2%
Cont. Europe	\$255,771,800	\$308,632,800	+20.7%
<b>Total Europe</b>	<b>\$688,843,300</b>	<b>\$786,073,300</b>	<b>+14.1%</b>

The St. Petersburg/Clearwater area provides a vacation atmosphere for leisure travelers, but it also serves the Meetings and Conventions market, providing a sophisticated metropolitan setting with world-class arts and cultural offerings. The area has over 38 meeting hotels with 5,990 sleeping rooms and more than 405,000 square feet of meeting space.

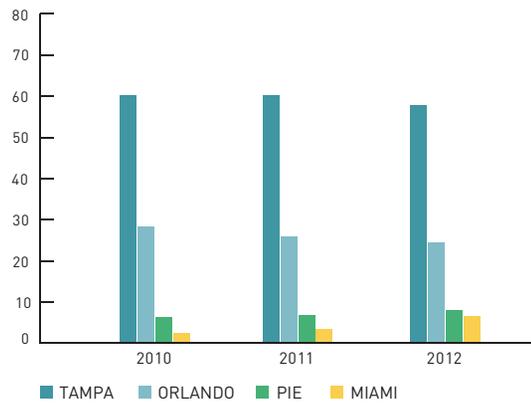
### Purpose of Trip

Year	Vacation	Visit Friends or Relatives	Business	Conference or Meeting
2010	89.4%	13.7%	13.9%	10.1%
2011	88.0%	13.1%	13.4%	11.3%
2012	87.6%	13.9%	14.1%	11.8%

### Airport Deplaned



### Rental Car Pickup Location



### New York City "I Need Sun" Winter Campaign



## INFLUENTIAL FACTORS

Selecting a place to vacation can be difficult. Fortunately, when choosing the St. Petersburg/Clearwater area, there are so many desirable attributes that most vacationers come back year after year to experience all that the destination has to offer. Below are the factors that visitors cited as to why they chose to visit the St. Petersburg/Clearwater area in 2012. Based on the percentages, the desire to visit our award-winning beaches continues to be one of the most influential factors.

### Influential Factors 2012

Weather	91.1%	Environment	69.5%	Value of Lodging	61.9%
Beaches	86.2%	Safe Destination	65.3%	Value for Money	59.0%
Relaxing	74.3%	Good Dining	62.8%	Suntanning	52.7%

**CLIMATE OR CULTURE? CHOOSE TWO.**

We're known for our 35 miles of sun-drenched beaches. But our growing arts scene is worth strolling too—highlighted by the acclaimed Dalí Museum and mesmerizing Chihuly Collection. For the ultimate mix of climate and culture, the choice is easy.

**ST. PETERSBURG CLEARWATER**  
VisitStPeteClearwater.com

### Culture Ads

## VALUE OF TOURISM

Tourism impacts every aspect of our community. Its revenue is vital to the success of our businesses. There is great value in visitors telling their friends and family about St. Petersburg/Clearwater. It generates billions of dollars in revenue that is the driving force of our economy. Over the past five years, visitors to the area contributed over \$17 billion to the local economy.

Tourism is the area's #1 employer. There are 89,300 Pinellas County residents who have jobs related, in some way, to our visitors. From restaurants to flower shops, education programs to museums, tourism impacts it all.

### Tourism Impact

Impact	2010	2011	2012	2011-2012 % Change
Bed Tax Collections (calendar year)	\$23,828,254	\$26,136,614	\$29,255,404	+11.93
Area Residents Employed in Tourism*	82,060	84,400	89,300	+5.81
Area Wages Generated by Tourism*	\$3,174,582,630	\$3,302,085,200	\$3,679,156,500	+11.42

\*Direct and Indirect

Statistics and cited figures provided by Research Data Services, Visit St. Pete/Clearwater's research agency of record.

VisitStPeteClearwater.com

The screenshot shows the website's homepage with a navigation menu including Deals, Hotels & Rentals, Beaches & Outdoors, Events & Festivals, Dining & Entertainment, Arts & Culture, Cities & Towns, and Maps & Planning. The main banner features a beach scene with the text 'Congratulations to CLEARWATER BEACH!' and a badge for 'FLORIDA'S BEST BEACH TOWN #1 2013 USA TODAY'. Below the banner are sections for 'BOOK A ROOM', 'Welcome to the historic and vibrant port of St. Pete's west coast', and 'Our Best Beaches'.

## 2014 ACTION PLAN

Pinellas County's unprecedented levels of Bed Tax collection continued in FY 2012-13. Other key VSPC business and marketing metrics also continue to be very strong and leading the competitive set in many categories.

But it's not time to rest on our laurels. One of the most important things VSPC can do to maintain and grow Pinellas County Bed Tax is to connect with current and potential visitors on a deeper emotional basis. To do this, we undertook a best-practice, research-based approach to further evolve the current brand platform by tying it to a core human value, one that fits with the personal values of visitors and with the destination's unique vacation experience.

### Brand Positioning

Like all brands that are category leaders, the VSPC brand platform is positioned on a core human value that:

- taps into what is important to our current and potential visitors.
- defines who they want to be and how they want to live.
- burns more brightly when they are in St. Pete/Clearwater.

Primary research from repeat and potential visitors identified Vibrancy as a core human value that they:

- feel is missing in their lives.
- is something they crave more of.
- is associated with an "ideal" vacation experience.
- cite is inherently present in the DNA of the St. Pete/Clearwater area.
- say is a value that, coupled with what the destination has to offer, competing destination brands couldn't credibly portray/own.

### Brand Promise

For VSPC, this translates to the brand promise of:

**Nowhere else can you be as fully present in the moment,  
connect with the wonder all around you & feel so truly alive.**

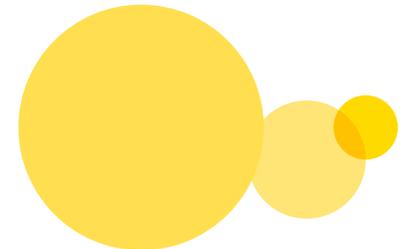
This feeling is more amplified, pronounced, and so profound it endures and percolates—not only while in St. Pete/Clearwater but a little stays with you when visitors return home just enough to hold you until the next trip. Through a St. Pete/Clearwater vacation, visitors have renewed a private vow to return to what matters most, how they want to feel and who they wish to be. It's from this powerful place that people come back, stay longer, and spend more.

### Creative Anchor for Expression of Vibrancy

Can you feel it? That Vibe. One part soul and two parts adrenaline. It's been awhile, eh? It's always here. Just beyond the reach of the everyday. Simply open your window on the world. Pull the curtains back and let your light shine through. Go all in. Own every moment. It's here on America's best beaches. In all the electrified colors of the spectrum. Feel it in vibrant art and culture. Feed off the buzz and move to the rhythms. It's here in the beat of the drums, in the dive for cultural treasures and in our fashion statements. It's here in the unique juxtapositions of amazing, crazy and wow. Live Amplified. St. Pete/Clearwater. Solar powered and radiating a million megawatts of possibility. Can you feel it? Campaign URL: [LiveAmplified.com](http://LiveAmplified.com)

Brand Personality:

- How it looks: Vibrant, colorful, fun, potent, contemporary
- How it sounds: Energetic, spunky, buzzing/alive
- How it behaves:
  - > Is naturally curious
  - > Wants to learn new things
  - > Desires to be fully present
  - > Playful/gregarious
  - > Likes surprises
  - > Spontaneous
  - > Imaginative/thinks colorfully
  - > Lives life with gusto
  - > Is on full power/enjoys life
  - > Dynamic
  - > Engaging
  - > Energetic
  - > Self-motivated



## VSPC POISED TO TAKE ADVANTAGE OF KEY TRENDS IN 2014

Trend	VSPC Action
Consumer demand for value is the new normal.	<ul style="list-style-type: none"> <li>VSPC will continue to incorporate value in messaging.</li> <li>VSPC will actively promote industry-supplied "special offers."</li> </ul>
Consumers continue to have high level of skepticism of DMOs and DMO-supplied information.	<ul style="list-style-type: none"> <li>Provide valuable, easily sharable content that is "news oriented" versus "advertising."</li> <li>VSPC will have a robust presence on TripAdvisor.</li> <li>Work with OTAs to improve the quality and quantity of branded destination content.</li> </ul>
Consumers expect digital content where and when they need it.	<ul style="list-style-type: none"> <li>VSPC will implement a robust digital content strategy plan for both the first time visitor and one for repeat visitors.</li> <li>VSPC will develop rich content to not only be accessible across a range of devices but, more importantly, live in a range of places so it can be relevant to users wherever and whenever they want to access content.</li> </ul>
Mobile is central to consumers' travel experiences.	<ul style="list-style-type: none"> <li>Precision-deliver contextually relevant, time-sensitive, VSPC location-specific messaging.</li> <li>Meet the needs our visitors want —using a mobile optimized website and integration between mobile, online and offline channels.</li> <li>Use Smart content to target visitors while in-market.</li> </ul>
Personal connections rule.	<ul style="list-style-type: none"> <li>VSPC will put an emphasis on face-to-face and one-on-one communication whenever possible.</li> </ul>



Visit St . Petersburg/  
Clearwater Mobile

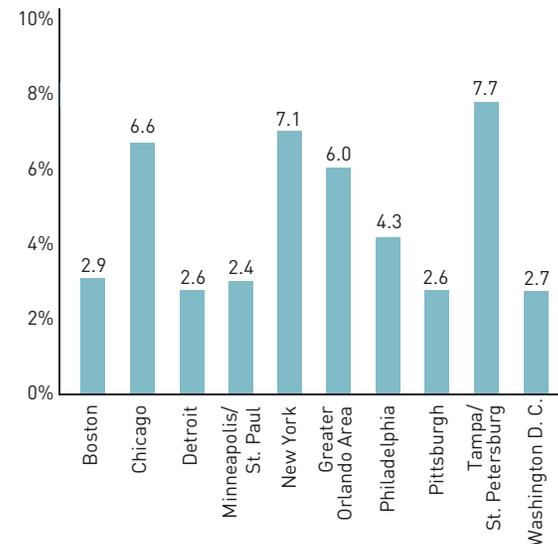
## DOMESTIC TARGET AUDIENCE

### Top 10 Geographic Target Markets by Season

VSPC's marketing focus will continue to be placed in key markets of origin east of the Mississippi, with the heaviest concentration in the top 5 markets by season.

	Winter Visitation		Spring/Summer Visitation		Fall Visitation			
	2012	2011	2012	2011	2012	2011		
New York	7.4%	8.0%	Tampa Bay	12.9%	12.2%	New York	7.7%	7.9%
Chicago	6.6	6.6	Orlando	8.7	8.5	Tampa Bay	7.0	7.2
Philadelphia	5.7	5.3	Chicago	6.6	6.3	Chicago	6.4	6.1
Boston	4.4	5.2	New York	6.5	7.4	Orlando	6.3	6.1
Detroit	3.3	3.5	Philadelphia	2.8	3.1	Philadelphia	4.5	4.3
Indianapolis	3.3	2.9	Atlanta	2.8	--	Washington D. C.	3.0	--
Orlando	3.2	2.6	Washington D.C.	2.5	--	Pittsburgh	2.9	2.8
Tampa Bay	3.1	3.8	St. Louis	2.3	--	Detroit	2.8	3.3
Pittsburgh	2.8	2.7	Pittsburgh	2.2	2.5	Minneapolis/St. Paul	2.5	--
Minneapolis	2.7	2.7	Boston	2.1	2.8	Cincinnati	2.4	--
Washington D.C.	2.7	--						

### Top U.S. Feeder Markets [ DMAs ] in 2012



## Domestic Media Target\*

Age:	Adults 25-54
Generations:	43% GenX (1965-1976) 36% Boomers (1946-1964) 33% Late Boomers (1956-1964) 21% Millennials (1977-1994)
Household Income:	\$75,000+
Travel Intent:	Have visited or intend to vacation in Florida in the next year
Personality:	Define themselves as upbeat, full of life and wonder; want to live life to the fullest
Lifestyle Segments:	Family; couples; Florida resident; cultural interests
Marital Status:	79% married
Presence of Children:	64% have children
Ethnicity:	87% Caucasian
Homeowners:	84% own their home
Median Age:	42.0
Median HHI:	\$128,325
Median Home Value:	\$288,304
Employed Full-Time:	78%

\*National base: 7,403,000 (MRI)

## CORE STRATEGIES FOR 2013-14

### Strengthen The Brand

- Develop an integrated, multi-year marketing campaign that serves as the foundation for VSPC to not only put heads in beds, but to elevate and strengthen the brand.
- Deliver a strong, integrated brand communications program that continually evolves and is adaptable across multiple platforms and executions.
- Partner with like-minded national and international brands whenever appropriate/possible to extend reach and maximize resources.
- Strengthen destination brand across all VSPC consumer touch points via a unified owned, earned and paid media effort.

### Focus on Content Development and Dissemination

- Curate and/or aggregate relevant, credible and inspirational consumer-focused destination content.
- VSPC's rich content needs to be accessible across a range of devices, but more importantly, live in a range of places so it is available wherever and whenever users wish to access it.
- Create easily sharable, engaging content.

## Republican National Convention 2012

**AFTER THE RNC,  
ELECT TO ENJOY  
A LITTLE R&R.**

St. Pete/Clearwater is the proud home of America's Best Beaches, and we're right here in Tampa Bay. So why not go home with a little sand in your trunk?

**ST. PETERSBURG  
CLEARWATER**  
VisitStPeteClearwater.com

## "Gulf to Bay" Destination Magazine

**GULF TO BAY**  
ST. PETERSBURG - CLEARWATER

GET INSPIRED BY  
**WINTER**  
OUR FAMOUS DOLPHIN  
PAGE 36

**CULTURE**  
DALLI, CHIHULY & MORE  
**#1 RANKED  
ARTS SCENE**  
PAGE 70

SET YOURSELF FREE ON  
**AMERICA'S  
BEST  
BEACHES**  
PAGE 43

**THE  
VERY BEST  
LIST** AREA INSIDERS  
SHARE LOCAL FAVES

### Take a Personal Approach

- Personal relationships are valuable currency in which we will continue to invest. Whenever possible, VSPC will speak with our constituents face-to-face—via meetings, special events, trade shows, consumer events, etc.
- VSPC will conduct in-person marketing efforts to potential visitors and those that influence travelers in key source markets:
  - > Domestic leisure and third party influencers.
  - > International leisure consumer and third party influencers.
  - > Domestic meetings and groups.
  - > Sports groups.
  - > Niche audiences—GLBT, seniors, outdoor enthusiasts, adventure, arts/culture, etc.

### Engage Past Visitors to Fuel Advocacy

- Use social to engage past visitors and brand enthusiasts.
- Employ robust Customer Relationship Management (CRM) programs to personally connect via the method most relevant to the visitor.
- Enhance our digital outreach programs.

### Champion the Local Tourism Community by Doing What the Industry Cannot Do For Itself

- Create county-wide branded programs, platforms and co-operative opportunities that are integrated across paid and owned media.
- Promote our local tourism industry worldwide via active partnerships with Visit Florida, Brand USA, Destination Marketing Association International, US Travel and other major industry players.
- Work with area airports to support new air service.
- Provide detailed, relevant up-to-date tourism information, county-wide research on a monthly, seasonal and yearly basis.
- Provide industry leadership, support, education and professional development.
- Protect and preserve our area's vital tourism assets.
- Protect, promote and support infrastructure that sustains tourism.
- Serve as a link to the plethora of audiences during a time of crisis.
- Communicate to key stakeholders the value of tourism to Pinellas County.

## DEPARTMENTAL LEVEL STRATEGIES AND TACTICS FOR 2013-14

Each department has its own areas of emphasis and elements to support the overall core strategies. The following is a departmental look at the top-of-line objectives and strategies for the upcoming year:

### Advertising and Promotions

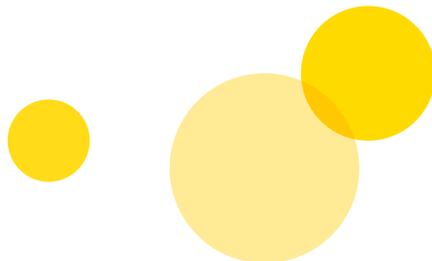
- Execute a county-wide marketing platform to promote and enrich the brand image of the entire destination and to deepen consumer brand engagement
  - > Research-driven, consumer-focused.
  - > Create umbrella under which industry can participate in low cost co-op programs.
  - > Use data analytics tools to select media that reaches consumers with the highest propensity to not only visit but also to stay in paid accommodations.
  - > Maintain a year-round media presence targeting seasonally by geography, demographics and by behavior with emphasis on three seasons: Winter, Spring/Summer and Fall.
  - > Create niche marketing campaigns for Arts & Culture, and GLBT.

### Central Europe

- The strategy encompasses a fully integrated direct sales and marketing plan to include concentration of efforts on the strongest industry multipliers, development of innovative distribution channels as well as continuous expansion of cooperative alliances with compatible industry partners (e.g. tour operators, retail travel agencies, airlines, car rental, attractions, and logistically advantageous destination partners). Programs are designed to reach the consumer and the travel trade on both traditional, well-established platforms as well as in niche markets. Focused tactics involve:
  - > Leveraging partnerships to maximize outreach, budget and resources.
  - > Ensuring diversity and innovation in our sales and marketing efforts.
  - > Realizing the potential of secondary markets.
  - > Synergizing PR efforts.

### Hospitality Education

- Raise community awareness of the value of tourism to Pinellas County.
  - > Conduct at least 40 speaking engagements on the subject.
  - > Enhance and strengthen industry partnerships and direct-to-consumer outreach.
  - > Strengthen partnerships with area businesses and Chambers as part of destination knowledge awareness. Help facilitate education-based and experience oriented tours, workshops, museum visits, and site visits for guests, residents, students and colleagues as relevant to each area.
  - > Offer local tourism industry workshops and info sessions on current best practices on a variety of topics to help them stay current and competitive.
  - > Offer six educational opportunities that blend frontline skills with destination awareness and exceptional service messaging.
  - > Partner with like-minded agencies to help expand our programming and education programs.



## Internet Marketing

- Develop new responsive website that adapts to different devices and engages the mobile audience.
- Continue to provide consumer oriented, engaging travel planning information and tools on VisitStPeteClearwater.com.
- Continue to increase website engagement using GetSmartContent.
- Update and expand VSPC's website for the local industry, PinellasCVB.com and enhance the partner-specific back end portal used for co-op to include sharing of RFPs, leads and other relevant information.
- Expand the use of VSPC's Contact Relationship Management (CRM) system as a central communication tool with industry partners by all VSPC departments.
- Foster brand loyalty and engagement through direct communication with past visitors and others interested in the destination via their desired digital medium – email, Facebook, Twitter, text messaging, etc.

## Latin American Sales

- Develop record-setting Latin American leisure visitation numbers via a variety of outreaches, initiatives and partnerships.
- One-on-one sales calls, missions and product launches with top producing wholesalers, tour operators, travel agents, and consortiums.
- Attend high-traffic trade events in our targeted countries of origin.
- Work closely with our Latin American Airline partners to develop innovative and aggressive, marketing and sales campaigns.
- Manage the satellite offices ensuring maximum exposure and reach in our core market countries.
- Educate local industry of the potential for this new and developing market.

## Leisure Travel – US and Canada

- Continue record-setting leisure visitation numbers via a variety of outreaches, initiatives and partnerships.
  - > One-on-one sales calls, missions and product launches with top producing domestic and international wholesalers, tour operators, travel agents, consortiums and Internet companies specializing in leisure travel.
  - > Attend high-traffic consumer-oriented events and travel shows in our key origin markets.
  - > Reach domestic and international influencers of travel through travel trade shows and through one-on-one contact and customized events.
- Maintain strong relationships and be top of mind with room night generating travel partners – tour operators, wholesalers, receptive agencies, travel agents.
- Promote the destination's niche offerings with a focus on filling low demand periods.

## Media and Interactive

- Increase brand awareness by generating destination publicity and delivering 20 million media impressions across all platforms.
  - > Work in partnership with our contracted PR firms – Paradise for local, Nancy Friedman for domestic/North America and Rooster/KMS for UK and German markets – to increase global awareness of the brand via direct media outreach.
  - > Work with locally-based PR representation, Paradise, to coordinate qualified media visits to the area.
  - > Use in-house department staff positions for content generation across all VSPC platforms and enhanced social and digital media outreach and presence.
  - > Grow digital footprint via new technologies and enhancement of existing platforms.
  - > Create partner toolkit, communicate key objectives and goals to local industry.
  - > Work with various CVB's and other tourism agencies to develop press coverage and co-operative CVB media missions in the US, UK, Central Europe, and South America. Carefully target media outlets to go after, with special attention given to placement in outlets that have yet to feature the area.

## Meetings & Conventions

- Generate 110,000 definite room nights as a result of the leads generated by the Meetings and Conventions Department.
  - > Focus on Corporate, Incentive, Association, SMERF, Government, and Multi-cultural segments.
  - > Partner with local industry to provide turnkey, personalized services to the meeting planner.
  - > Assist planners and the industry by conducting familiarization trips and site inspections.
  - > Reaching meeting planners and influencers of group travel through sales missions, travel trade shows and by implementing imaginative and memorable special events.
  - > Maintain high profile in national meeting trade associations and at their annual conferences.

## St. Petersburg/Clearwater Film Commission

- Generate economic impact for Pinellas County from the video/film industry by securing 50 films and infomercials to be shot in Pinellas County.
  - > Enhance and expand current online content to be a one-stop-shop for video, film, and photography producers.
  - > Participate in co-operative trade missions, trade shows and co-hosted events in conjunction with related local, regional and state organizations.
  - > Manage and host custom in-market scouting trips for film makers/photographers.
  - > Fulfill all leads generated from marketing efforts or general inquiries.
  - > Work with production companies to match them to local resources that can best assist them.
  - > Process appropriate film permits and liaise with all county municipalities.

### St. Petersburg/Clearwater Sports Commission

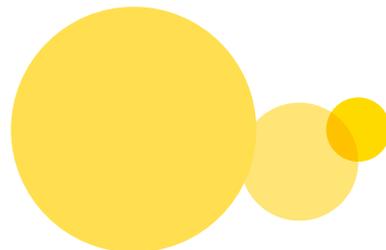
- Generate 95,000 – 115,000 room nights from sports-tourism business.
  - > Coordinate and conduct personal meetings with event organizers, city partners, chambers of commerce, facility managers and accommodations with a primary focus on the retention and expansion of sports tourism business in the destination.
  - > Strengthen seasonal training and event marketing initiatives.
  - > Focus on the growth of emerging markets, while continuing to host traditional events throughout the year.
  - > Coordinate bi-annual meeting with each of our Major League Baseball and other event partners in order to outline additional opportunities for sports tourism.
  - > Establish personal relationships by meeting domestic and international sports organizers face-to-face through sales missions, trade shows and by hosting memorable special events in partnership with NGB, NCAA, USOC and Florida Sports Commission members.
  - > Serve as a turnkey resource for all Sports Organizers from RFP through event.

### UK, Ireland and Scandinavia

- To maintain and increase visitation to St. Petersburg/Clearwater by UK, Irish and Nordic visitors and maximise their length of stay and spending in-resort.
  - > One to one sales calls, training, fairs, Sales Missions and partnerships with tour operators, OTA and retail travel agents.
  - > Exhibit at trade and consumer shows in the UK, Ireland and Scandinavia as part of the Florida's Beaches consortium.
  - > To leverage partnerships and budgets with tour operators and Florida partners to target, appeal and reach as wide an audience as possible in the most cost effective way.
  - > Initiate a highly targeted co-op marketing campaign with tour operators to target their consumers and support their efforts.
  - > Work with our airline and Florida partners to co-host events, fairs, and trainings and attend trade shows.
  - > Maintain and increase market share in what is a very mature market from the UK, Ireland & Scandinavia.
  - > Innovative campaigns targeting the consumer direct such as national consumer promotions and out of home advertising throughout the UK on buses, taxis, trains and subway.
  - > Synergise PR efforts to ensure that the PR message always backs up the main objectives as well as maximizing niche opportunities.

## 2013-14 ADVERTISING PLATFORMS

PLATFORM	TIMING	KEY AUDIENCE	MEDIA
TripAdvisor	Annual	<ul style="list-style-type: none"> <li>• National</li> <li>• People searching for beach vacations and competitive destinations</li> </ul>	Major sponsorship with TripAdvisor to have significant exposure for destination, VSPC and co-op partners on TripAdvisor overall and specifically on pages for: St Petersburg, Tarpon Springs, Dunedin, Clearwater, Indian Rocks Beach, Redington Shores, Madeira Beach, Treasure Island, St. Pete Beach, and Gulfport.
I Need Sun	Jan -April	<ul style="list-style-type: none"> <li>• Key NE and MW markets of origin for Winter visitation with special emphasis on NYC, Chicago &amp; Toronto</li> </ul>	NY Times "T" Travel; digital banner campaign on key ad networks; mobile campaign; online video pre-roll; search (desktop, mobile, tablet); TripAdvisor; Facebook campaign; Boston Globe; Oprah Magazine; OTA and tour operator co-operative advertising; promotional contest.
		<ul style="list-style-type: none"> <li>• New York</li> </ul>	570 branded trains (half cars); 260 large posters in subway stations; 19 backlit urban panels; 4 double-decker buses; 900+ posters in Long Island, Metro North and New Jersey Rail Systems; 200,000 coffee cup sleeves; 2,500 elevator screens; guerrilla snow campaign; search (desktop, mobile, tablet); Facebook campaign; TripAdvisor; NY Magazine; Wall Street Journal.
		<ul style="list-style-type: none"> <li>• Chicago</li> </ul>	Ogilvie Station Domination (100+ ad units); 2 double-decker buses; 40,000 coffee cup sleeves; 1,320 elevator screens; guerrilla snow campaign; search (desktop, mobile, tablet); Facebook campaign; Trip Advisor; Chicago Magazine.
Where Summer Rocks	Memorial Day-Labor Day	Primary Markets: <ul style="list-style-type: none"> <li>• Greater Tampa Bay</li> <li>• Lakeland</li> <li>• Orlando</li> </ul> Secondary Markets: <ul style="list-style-type: none"> <li>• Florida</li> <li>• Key NE and MW markets</li> </ul>	5 weeks of alternating TV & radio in Tampa and Orlando; 7 high traffic billboards in Orlando and Tampa; digital banner ad campaign; mobile campaign; online video pre-roll; Facebook campaign; TripAdvisor; promotional contest.
Promotions	Annual	<ul style="list-style-type: none"> <li>• National/Key Niches</li> </ul>	Florida's Natural Orange Juice –12 million OJ cartons, Better Homes & Garden, Midwest Living; Ellen Show; CBS Radio.



PLATFORM	TIMING	KEY AUDIENCE	MEDIA
Florida Visitor General	Annual	• Potential Florida Visitors	VISIT FLORIDA Magazine; VISITFLORIDA.com banner advertising; brochure racks around state and at welcome centers.
Tampa Bay	Annual	• Potential Tampa Bay Visitors	Tampa International Airport Window/wall clings in airside shuttles; baggage claim display; Near airport billboard; Destination magazine distribution in-airport.; Ad in Visit Tampa Bay Visitor Guide
Orlando	Annual	• Potential Orlando Visitors	Online banner advertising; Outdoor, Ad In Visit Orlando Domestic & International Visitor Guides
Meetings & Conventions			Cvent Supplier Network Diamond listing (annual); Florida Trend.
Partnerships MLB/Spring Training	Annual	• East of Mississippi	Tampa Bay Rays, Toronto Blue Jays, Philadelphia Phillies.
Elite Events	Annual	• Domestic	Outback Bowl, Grand Prix of St. Pete, Beef 'O' Brady's Bowl, PGA Tournament, Clearwater Jazz Holiday, Clearwater Super Boat, Women's Half Marathon, East-West Shrine Game.
Chambers	Annual	• East of Mississippi	Chamber developed and initiated co-op program.
Airlines	Annual	• Domestic and International	Edelweiss Air, COPA, and Allegiant Travel Company.
Canada	Jan-May	• Toronto	Downtown Street Displays, Toronto Star, DreamScapes; Horizon Travel; Toronto Life Magazine; Online advertising.
GLBT	Nov-June	• East of Mississippi	Feb-May VISIT FLORIDA co-op that includes: multi-media campaign; rich media banners, email, e-guide; LOGO Online key GLBT sites; Newspaper insert in Washington City Paper, Baltimore Gay Life, Philly Weekly, Windy City Times, Village Voice; Boston Phoenix, Outsmart Magazine; Watermark partnership May-June to promote St. Pete Pride.
Co-op	Annual	Key Markets/Niches	Targeted programs for local industry starting as low as \$105. For details, see co-op section of PinellasCVB.com.
Arts	Annual	• Cultural tourists in key markets of origin with emphasis on Tampa Bay & Orlando • Past Pinellas County Arts Patrons	Arts feature in Emeril's Florida on Food Network Q4; Print campaign in Oprah Magazine, The Villages Newspaper, New York Times Magazine, Watermark Media; Creative Loafing, Ruth Eckerd Hall, TBO Friday Extra, Tampa Bay Times Bay Magazine, Tampa Bay Times Weekender.

The complete media plan as well as the sales travel schedule can be viewed at [PinellasCVB.com](http://PinellasCVB.com)

## TAKE ADVANTAGE OF SEVERAL VSPC RESOURCES AVAILABLE TO PARTNERS

- 
**1. Make sure you are in our industry communication database.**  
 If you do not already receive our industry e-newsletter, CVBeat, you may be missing out on some important information. To subscribe to this and other industry communications, please send your contact information to [CVBeat@VisitSPC.com](mailto:CVBeat@VisitSPC.com) and you will be added to our industry e-mail distribution list.
- 
**2. Update your business listing on [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com).**  
 Industry partners can update and upload information to their listing on [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com). Add videos, photos, descriptions, special offers and packages, and more to your listing. If you do not have a username or password to log in, or have forgotten yours, contact Dick Roesler at [Dick@VisitSPC.com](mailto:Dick@VisitSPC.com).
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**3. Participate in BookDirect.**  
 BookDirect is the online booking system on [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com). To learn more about this opportunity and to have your business included, contact [Dick@VisitSPC.com](mailto:Dick@VisitSPC.com).
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**4. Participate fully in VSPC's annual co-op advertising program, track results and provide feedback.**  
 Visit the Co-op Advertising Site on [PinellasCVB.com](http://PinellasCVB.com) to learn about the many affordable opportunities for you to participate in VSPC's advertising programs. For more information, contact Annie Ecken with [bvk](mailto:bvk@anniee.com) at [anniee@bvk.com](mailto:anniee@bvk.com)
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**5. Provide us with quality photos of your business.**  
 Send rights-free photos in JPEG or TIFF format to [PartnerPhotos@VisitSPC.com](mailto:PartnerPhotos@VisitSPC.com).
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**6. VSPC Wants YOUR News!**  
 Send us your news! We can help spread the word about renovations, new projects, packages and special events. Please send all announcements to [CVBeat@VisitSPC.com](mailto:CVBeat@VisitSPC.com).
- 
**7. OUR "content" is YOUR "content."**  
 In 2013, VSPC will launch a brand-new industry partner tool kit, where tourism industry partners can gain access to a wide variety of digital tools, such as photos, videos, logos, and more.
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**8. Use [PINELLASCVB.COM](http://PINELLASCVB.COM) as a key information resource.**  
[PinellasCVB.com](http://PinellasCVB.com) provides detailed information on the CVB and our marketing programs; valuable visitor research, statistics; guidelines for business listings in VSPC's owned media; info on meetings, special events and key news, media releases, newsletters and more.



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