

PUBLIC RELATIONS

April 2011

Prepared by:

Mary Haban

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MEDIA VISITS, TRADE SHOWS, PROFESSIONAL DEVELOPMENT:

Don Mulligan Visit – freelance travel writer – April 4-9

The public relations team assisted this travel illustrator and writer during his visit to our area by providing a comprehensive list of things to see and do. The writer secured his own accommodations at the Hotel Indigo in downtown St. Pete and spent his time rediscovering the St. Pete/Clearwater area in order to update his website and write articles. To learn more about this writer, visit: www.donmulligan.com.

Bernd Wagner Visit - Florida Travel Guides – April 7-9

German author and travel guide expert Bernd Wagner made a special visit to the St. Pete/Clearwater area to craft an article for his Florida Travel Guides: *Merian Live*, *ADAC* and *Reise Know How*. All three publications have high circulations and are quite prominent in the German market. While *Merian* and *ADAC* target an audience aged 40 and older with more conservative travel habits, *Reise Know How* aims at a younger more active audience. Therefore, the proposed itinerary fit both with an emphasis on outdoor activities. The Postcard Inn on the Beach provided accommodations.

Phyllis Sigal Visit – freelance travel writer – April 9-12

The public relations team assisted this travel & design editor for the *Wheeling News-Register/ The Intelligencer* with a suggested itinerary during her visit to the area. She secured her own accommodations at the Renaissance Vinoy Resort & Golf Club and made visits to the Dali' Museum, while taking in the Blues Fest.

FACVB Conference – Crystal River, Florida - April 13-15th

Deputy Director David Downing attended this two-day conference of the state association of convention and visitors bureaus. Industry reaction to the proposed reorganization and defunding of Visit Florida was the main topic of discussion, followed by breakout sessions that presented the latest market research on tourism industry related concerns, including mobile websites, interactive marketing, brand development, and more. Our attendance at this meeting presented an opportunity for us to host the Visit Florida satellite media tour, which took place on May 25 at St. Pete Beach and promoted summer travel to the state – including Visit St. Pete Clearwater's "100 Days of Summer" campaign.

Lou Dubios Visit - Inc.com – April 13-15

Inc. Magazine and Inc.com are highly regarded business publications/websites – with the internet module receiving more than 517,000 unique monthly visitors. Getting the launch of our 3D Augmented Reality Tour in front of the editorial team proved invaluable and resulted in one of their top writers making a special visit to our area to feature the tour on www.Inc.com. A special note of thanks goes out to the folks at the Sheraton Sand Key Resort and the Hilton St. Pete Bayfront for hosting this writer.

Paul Benbow Visit - The Sun UK – April 23-30

The Sun Newspaper (circulation: 2,717,013), one of the top publications in the United Kingdom, is one of the most sought after places to get a travel feature printed. Lucky for us that travel writer Paul Benbow decided to make a big side-trip to our area, after his visit to Orlando. Traveling with his wife and two children, Mr. Benbow enjoyed a full itinerary that included the best of the best in our area, with beaches, arts, culture, outdoors and food at the top of his list. His flights, covered by Complete Orlando, allowed us a huge savings on his trip here. A note of thanks goes to both the Sunset Vistas Beachfront Suites and the Tradewinds Island Resorts for their kindness in hosting Mr. Benbow and his family for the week.

VISIT FLORIDA Toronto Media Reception & Media Appts. – April 23-29

Senior Public Relations Manager Mary Haban conducted a springtime media blitz through Toronto, calling on key clients and travel trade editors, including the new travel editor from the National Post Newspaper and several new freelance writers. The trip culminated with a robust media event hosted by VISIT FLORIDA's Canadian office, where more than 65 travel writers came to learn what's new in the sunshine state, and in particular, the St. Pete/Clearwater area. Many trade publications wrote about the event and thus far, more than a dozen media have been in touch to make visits to write about the area.

VISIT FLORIDA New York City Media Luncheon – April 26

It's one of the biggest feeder markets for tourism to our area, that's precisely why the public relations team engaged the expertise of its NYC PR Firm to attend this afternoon media event and connect with top travel media in one of the most influential markets. The luncheon, organized by VISIT FLORIDA, brought together some of the major heavy hitters in terms of travel editors and freelancers. The results of our attendance at this event are already pouring in.

Orbitz Satellite Media Tour – April 27

The public relations department partnered with tourism industry giant Orbitz to broadcast this live satellite media tour from Tradewinds Island Grand on St. Pete Beach. Reaching more than 35 domestic markets across the United States, this marketing initiative included both radio and television broadcasts in live, live to tape, and taped segments. This is the second year in a row that VSPC has teamed with Orbitz for a national satellite media tour.

Lindsey Baker Visit – Home & Away Magazine – April 29-May 2

This lead, which originally came to us via the VISIT FLORIDA public relations department, proved to be a real win for the destination. The travel editor choose our area to write a feature about the new Dali' Museum with additional "writer picks" (mini-spotlights on three or four attractions/restaurants/activities.) The magazine, published six times per year and boasting a healthy circulation of 1.2 million readers touts the perfect demographic. A special note of thanks goes out to the Tradewinds Island Resorts for hosting this travel editor.

MEDIA ASSISTANCE PROVIDED: March & April 2011

March 1 – Provided media assistance to Lori Knowles, a family columnist with the *Toronto Sun*, about a trip to the area with her family. Connected her with Adel' Grober of Imagine Global PR to arrange activities in Clearwater area.

March 2 – Corresponded with freelance travel writer Stuart Wasserman about his visit to St. Pete and provided him with information on the new Dali' Museum, Winter the dolphin and contact info for several area hotels.

March 3 – Fielded call from Bryan Archambault, director of client services for Grey Healthcare Group, regarding our interview on the *Golf Channel*. Drafted Q & A, talking points.

March 3 – Provided travel writer Eleanor Berman with a list of all the area museums.

March 3 – Correspondence with Dan Donovan of *Ottawa Life Magazine* regarding upcoming visit to Ottawa to attend the TMAC event; and possible dates/times to meet up.

March 7 – Fielded call from *FOX 13 News* reporter Peter Linton Smith regarding legislation that would result in additional gaming centers in Florida.

March 8 – Crafted pitch on St. Pete's restaurant row for inclusion in *Southern Living Magazine*.

March 9 – Reviewed and revised editorial for *Leisure Group Travel Magazine*.

March 10 – Compiled info for *New York Times* advertorial; sent to writer Andy Bill.

March 10 – Fielded call from David Wilkening with *Oceanfront Magazine* regarding the Dali' Museum; arranged interview.

March 11 – Field inquiry from *News of the World* (UK) travel editor and provided link to our image library website for them to obtain photos of the area.

March 11 – Provided an interview to Ted Jackovics of the *Tampa Tribune* regarding, the possible economic impact of: NCAA Basketball on our area, KC and the Sunshine Band impact at the Rays game; hotel room demand during this time frame with all sporting events in town.

March 11 – Provided photos of the Dali’ Museum, Beachwalk and Winter the Dolphin to a writer from the *Independent Newspaper* (UK.)

March 11 – Sent images of the Dali’ Museum and suggestions on finer restaurants and wine bars to freelance travel writer *Sharon E. Cavileer*.

March 11 – Provided fact checking assistance to Ted McIntyre of *GolfStyle Magazine* for his upcoming feature on the Vinoy Resort & Golf Club.

March 16 – Spoke with reporter Mark Schantz with the *Suncoast News*; arranged interview to discuss the state of the industry.

March 14 – Worked with Barbara Beckley, on her story on "Meeting in South Florida" for the May issue of *Association News Magazine*. St. Pete/Clearwater is included.

March 15 – Fielded call from Bernd Stoertebek, German Golf writer, regarding his upcoming trip to our area to cover the Transitions Championship at Innisbrook Resort & Golf Club.

March 15 – Provided taped interview to the *Golf Channel* to run on the final day of the Transitions Championship at Innisbrook Resort & Golf Club.

March 16 – Met with Laura Manske, writer for several women’s consumer magazines including *American Baby*, *Family Circle* and *Woman’s Day* – discussed area highlights.

March 16 – Sent Jen Savedra of *Travel Industry Today* the press release on our 3-D Augmented Reality Tour to include in her newsbrief.

March 17 – Sent information on the Dali’ Museum and Hyatt Regency Clearwater Beach Resort & Spa to the editors of *Smart Luxury Travel* for a piece they were writing on the area.

March 17 – Sent information on the Dali’ Museum and the Tradewinds Island Resorts’ new waterpark for a piece in the *Miami Herald*.

March 17 – Arranged an interview for *Bay News 9* Reporter Roy de Jesus to showcase the CVB’s new 3-D Augmented Reality Tour.

March 18 – Follow up email with Simon Veness of the *Brits Guide* on his recent visit to the area as well as new story angle on cultural renaissance in downtown St. Pete.

March 21 – Provided update on accommodations to travel editor Andree Lebel of *La Presse*, the French newspaper of Montreal.

March 23 – Provided photo assistance to travel blogger Rori Paul.

March 23 – Reviewed and revised advertorial copy for *New York Times* writer Andy Bill.

March 24 – Fielded email from Grayson Kamm, reporter with *WTSP-TV, Channel 10*, regarding estimates of the number of out-of-town visitors brought to the area by the Grand Prix.

March 24 – Provided contact info for CVB reps in several Florida areas to Deb Cummings of West Jet’s *UP Magazine*, for her Florida story.

March 25 – Provided media assistance to Rowland Stiteler of *One+* -- the monthly magazine of Meeting Professionals International (MPI).

March 25 – Provided interview to reporter from the *NW Florida Daily News* re: the new Vision Airlines flights from Destin.

March 25-28 – Edited copy for Arts Tampa Bay mini brochure.

March 25 – Fielded call from Lindsey Baker, Regional Travel Editor at *AAA Home & Away Magazine*, regarding her upcoming visit here.

March 28 – Assisted Brad Liski of *Canadian Traveller Magazine* with admission tickets to the Clearwater Marine Aquarium.

March 28 – Provided live interview during the Phillies spring training game, discussed area.

March 28 – Assisted travel writer Andy Schrader with content, story ideas for an upcoming feature in *West Jet’s UP Magazine*.

March 29 – Provided media assistance to freelance travel writer Don Mulligan to help him prepare for his upcoming visit to our area.

March 29 – Assisted freelance travel writer Nanci Theoret with information on Clearwater Beach for her upcoming story in *Florida Travel + Life Magazine*.

March 30 - Adam McLean with *Sun Newspaper Group* re: tourism stats this Spring.

March 30 – Provided image gallery assistance to Holly Hofmann Editorial Assistant, for *UP Magazine* for promotional content they are developing for West Jet Vacations website.

March 30 – Fielded call from Lindsey Baker of *AAA Home & Away Magazine*, regarding her upcoming visit to the area to showcase our destination in the magazine.

March 30 – Fielded call from Lou Dubois of *INC. Magazine* in NYC; re: media visit to showcase the new 3-D Augumented Reality Tour.

March 30 – Provided itinerary to Phyllis R. Sigal, Design Editor, *Wheeling News-Register/The Intelligencer*, for her upcoming visit to our area.

March 31 – Provided a list of restaurants to review to Andy Schrader, freelance travel writer, for inclusion in *UP Magazine*, the in-flight magazine of West Jet Airlines.

April 1 – Provided media assistance to freelance travel writer Don Mulligan.

April 4 – Provided trip planning to business writer Lou Dubois of Inc.com in preparation of his upcoming visit to the area to highlight the 3-D Augmented Reality Tour.

April 4 – Fielded call from Deb Cummings of *UP Magazine* (West Jet) to discuss an upcoming feature on our area.

April 4 – Fielded call from Canadian Radio Host, Chris Robinson, to check in with us about a future segment on his radio show; which is broadcast throughout Montreal and Toronto.

April 4 – Provided photos on the Dali' Museum to Andree Lebel of *La Presse Newspaper*.

April 6 – Sent accommodations confirmation information & suggested itinerary on Bernd Wagner's visit here to our German PR office.

April 12 – Fielded call from Bob Shackelford *Channel 10 WTSP-TV*, re: oil spill anniversary.

April 12 – Received media inquiry from golf writer Scott Kaufmann about a potential visit to the area with his family.

April 12 – Provided accommodations and media assistance to travel writer Karen Bartlett for an article she's writing on Tarpon Springs for *Gulfshore Life Magazine*.

April 12 – Provided information on Dali' Museum, Winter the Dolphin and stand up paddleboarding to Ryan Brandt of *Experience Magazine*.

April 14 – Provided images of the new Dali' Museum and downtown St. Pete to Kathryn L. Robinson, Associate Editor – *Floridian View Magazine*.

April 14 – Media query from Nancy Theoret on desirable neighborhoods in the Clearwater area to feature in *Florida Travel + Life Magazine*.

April 15 – Sent photos of Treasure Island and Gulfport to Irene Moore at *Where Magazine*.

April 18 – Interview provided to Ashley Glass of *ABC Action News* regarding the anniversary of the oil spill.

April 18 – Interview also provided to Sharon Parker of 970 WLFA-AM, regarding the one year anniversary of the BP oil spill and the agency's stance on offshore drilling.

April 19 – Provided info on the area to Mark Chesnutt for *Pow Wow Convention Daily*.

April 19 – Corresponded with **Daniel MacKinnon**, Art Director, **Rouge Magazine** out of Canada regarding a meeting with him during a visit to Toronto, also discussions regarding having a fashion photo shoot on our beaches in an upcoming issues.

April 19 – Provided info on the area to Jeff Smith of www.WeGoPlaces.com.

April 20 – The following media interviews were provided on this date:

- Live interview from Pier 60 with Alcides Segui from **FOX 13 News**.
- Taped interview with Jay Conner from **WFLA News Channel 8** and the **Tampa Tribune** at Treasure Island for the new TV ads.
- Taped interview with Anna Tataris of **Bay News 9** on beach at Treasure Island; TV ads.
- Taped interview with Steve Nichols of **Fox 13 News** on beach at Treasure Island; TV ads.

April 20 – Fielded call from Rod O’Connor of AirTran’s **GO Magazine** to help him organize an itinerary for his upcoming road trip through Florida which includes a stop in our area.

April 21 – Corresponded with French travel writer Claude-Yves Reymond, regarding his request to visit the area.

April 21 – Interview provided to **Bay News 9** regarding the VISIT FLORIDA reorganization.

April 21 – Interview provided to **ABC Action News** re: BP oil spill claims.

April 25 – Sent photos of the Dali’ Museum to Nich Pritchard with the Independent on Sunday.

April 26 – Reviewed copy of **Pow Wow Convention Daily** story.

April 26 – Fielded email from travel editor Lindsey Baker with **AAA Home & Away Magazine** and supplied her with suggestions/options for vegetarian and organic restaurants.

April 26 – Fielded call from Joey West with **Bay News 9** regarding Orbitz SMT.

April 27 – Corresponded with travel editor Kate Simon with the **Independent Newspaper (UK)** regarding her request for info on St. Pete’s Evening Independent “Sunshine Offer.”

April 27 – Responded to media inquiry regarding press trips from Roy Barnes.

April 28 – Fielded call from **Channel 10, WTSP-TV** about Royal Wedding connection and the Queenshead business in downtown St. Pete.

April 29 – Spoke with **Money Magazine** reporter Anne Lee to confirm details on our area.

ASSISTING VISIT FLORIDA:

The Public Relations Team continues to provide editorial assistance to Visit Florida Offices in Canada, South America, and the domestic office located in Tallahassee. The Public Relations team was also actively involved in several partnerships, including public relations and media relations initiatives, to lure top notch media to the area. We received and respond to, on a regular basis, Quick Lead's and writer inquiries to promote both the destination and the State of Florida as a whole. We also participated on several committee conference calls, and webinars to keep up to date on the latest news and upcoming events to assist in our strategic planning.

March 4 – Participated in VISIT FLORIDA conference call for Chicago Media Reception.

March 15 – Worked with Kelli Robinson of VISIT FLORIDA's PR Team to follow up with media leads and provide evaluation for the Boston Media Reception.

March 24 – Followed up on lead provided by Kelli Robinson of VISIT FLORIDA's PR Team on travel editor from *AAA Home & Away Magazine* and a media visit to showcase our area.

April 8 – Fielded call from Laura Cassels of VISIT FLORIDA's PR Team regarding the NYC Media Reception and details on the event.

April 8 – Participated in VISIT FLORIDA conference call for NYC Media Reception.

April 21 – Provided editing assistance on Fort De Soto Park to VISIT FLORIDA freelance writer, Christine LaPlaca.

ASSISTING THE INDUSTRY & THE CVB & OTHER COUNTY DEPARTMENTS:

March 2 – Assisted Kelly Prieto of Hayworth Creative with editing of the press kit materials for St. Pete Beach for the Tradewinds Island Resorts collateral.

March 16 – Responded to request from Ramona Hurley regarding photos of Innisbrook Golf courses from our online image gallery. Provided photos.

March 22 – Assisted Jill Revelle, Media Manager of Busch Gardens with her request for information on visitation and seasonality numbers for Tampa and St. Pete/Clearwater?

March 31 – Reviewed proposal sent by Claire Kuzman, who handles PR for the Hyatt Regency Clearwater Beach Resort & Spa, regarding an opportunity to host a TV crew from Real Life TV out of Canada.

April 11 – Fielded email from Ryan Preller, Sales Manager at Postcard Inn on the Beach regarding partnership opportunities for tradeshow and sales missions with the CVB. Referred him to Leisure Sales and Meetings departments for follow-up.

April 12 – Responded to inquiry from Sarah Knott, Marketing Manager at the Morean Arts Center regarding her question about a database available of meeting planners/destination planners. They are revamping their facility rental package for all 4 properties and wanted to blast to all the planners in and around the Tampa bay area.

April 12 – Provided research assistance to Claire Kuzman of Cheryl Andrews Marketing regarding the outcome of a promotion that Hyatt Regency Clearwater Beach Resort & Spa participated in with LXNY and LXTV.

April 20 – Sent high-res images of downtown St. Pete to Linda Kinsey with City of St. Pete.

April 21 – Mary Haban and David Downing of the CVB joined Dr. Hank Hine and Cindy Cockburn from the Dali’ Museum for a panel discussion on the world-wide opening of the new building. This program was presented in conjunction with the Tampa Bay Chapter of the Public Relations Society of America.

April 21 – Assisted the CVB’s Internet Marketing Division with editing expertise for the consumer newsletter.

April 22 – Provide editing assistance to the CVB’s Sports Commission’s postcard featuring the BIG EAST Baseball Championship.

April 27 – PR Manager Josh Hall represented the CVB’s PR Team at the monthly PIO Meeting.

April 27 – PR Manager Josh Hall attended the MNI Mobile Marketing Breakfast.

SOCIAL MEDIA INITIATIVES:

Throughout the month, the VSPC Public Relations Team continued to monitor and post updates on Facebook, Twitter, PressSuite and YouTube pages to promote the destination to our ever-growing fan base. We are also monitoring news coverage on a daily basis, and forwarding positive coverage to our industry partners via email.

The following press releases were posted on Facebook, PinellasCVB.com, PressSuite, and FloridasBeachMedia.com:

“VSPC Recognized Among World's Top Destination Marketers”

“Free Art Festival Sails into Downtown St. Pete”

In addition, we continued work on images for new press release template in SimpleView and also continued to create templates in SimpleView for industry communications. The new VSPC logo was uploaded to Cleanpix for industry use. And a new template design for E-News has begun.

Updated language describing social media pages on consumer site.

PRESS RELEASES & INDUSTRY ALERTS:

April 1 – Press release entitled, “*VSPC Recognized Among World's Top Destination Marketers,*” was sent to media and industry.

April 7 – An industry update on the VISIT FLORIDA Reorganization plan was sent to the industry and the media.

April 14 – TDC Meeting re-cap was sent to the media and the industry partners.

April 15 - Press release entitled, “*Free Art Festival Sails into Downtown St. Pete,*” was sent to the industry and the media.

UK & German Public Relations Firms Media Activities:

Please refer to separate reports from each office.

NYC PR Firm Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: April 2011 -- Bill AuCoin & Associates, Inc.

Because this contract ended March 31st and was renewed on May 1, 2011, there was no report filed during the month of April. Reports will resume next month as scheduled.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

1 – Dirk Baumgartl visit - *Spartacus Traveler* - Post-IGLTA FAM– May 15-17

2 - Oswaldo Luiz visit - *Gay Travel Brasil* - Post-IGLTA FAM – May 15-17

3 –POW WOW – San Francisco, CA – May 21-26

4 – International Network of Golf Conference – Innisbrook Resort & Golf Club – May 22-26

5 –Diane Bair Visit – *Miami Herald* – May 23-26