

PUBLIC RELATIONS

August 2011

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VISITING MEDIA:

Nick McGrath Visit - Daily Express UK – August 8-10

This top travel editor was commissioned by the *Daily Express* newspaper (UK) to write a piece for the travel section on family travel in Florida. As part of the article, Mr. McGrath requested to experience all St. Pete/Clearwater has to offer families, namely our beaches and activities for families. In addition to his primary article, Mr. McGrath will also write an article for the *Daily Telegraph* and *Hotel Watch*, both highly respected in the UK. He'll also be writing a hotel review for the *World Travel Guide* too (www.worldtravelguide.net.) A special note of thanks goes out to the Loews Don CeSar Hotel, who graciously agreed to host him for two nights.

Iлона Biro Visit - AOL Canada/Huffington Post Canada – August 10-14

Visit St. Pete/Clearwater's PR department teamed up with VISIT FLORIDA's Canadian office to host Iлона Biro, Senior Editor at *AOL Canada*. She's working on a series of winter destination guides for *AOL/Huffington Post Travel* for publication in October 2011 and will include a section devoted specifically to Florida. VISIT FLORIDA has sponsored her airfare, and VSPC has enlisted the help of two properties to host her. AOL.ca boasts 1.3 Million unique visitors; Huffington Post.ca has 780,000 unique visitors monthly. Thanks to the Hyatt Regency Clearwater Beach Resort & Spa and the TradeWinds Island Resorts for agreeing to host.

Wayne Waters Visit - Convention South Magazine – August 20-22

The Renaissance Vinoy Resort & Golf Club hosted this talented business/travel editor for several days to showcase the hotel's recent renovations and meeting space, which will all be featured in the Fall issue of *Convention South Magazine*. In addition, he's also secured a major assignment in the Sunday travel section of the *Knoxville News Sentinel*, a great market for us with the direct air service. The circulation of the paper is 124,225.

Rays/Blue Jays Media Event & Media Mission – Toronto – August 22-27

VSPC's Mary Haban, Rosemarie Payne and Angel Natal hosted an illustrious group of media, travel trade and sports clients at the 9th Annual Beaches & Baseball event in Toronto. This yearly gathering attracts some of our top customers and is a special way to thank them for the constant stream of business and positive publicity they send our way. Special thanks to the Tampa Bay Rays for providing a nice giveaway for our group, as well as lending the talents of Todd Kalas to welcome our clients. Also, thanks to the Blue Jays for their kindness in lending their CEO, Paul Beeston, to us so he may address our group. In addition to this premiere event, both Haban and Payne began the week in Canada with media appointments and at the Thomas Cook travel agent shows.

Barbara Woinke Visit – Glamour Germany – August 23-31

This visit was the direct result of a media mission we conducted in Germany in the Fall of 2010, whereby we visited *Glamour Magazine* and met the travel editor. After our visit, Ms. Barbara Woinke obtained approval to travel to St. Pete/Clearwater to write a six page feature on the area. While here, she experienced everything the area has to offer, including, the ever-popular KaYoga and Winter the star of Dolphin Tale. A note of thanks goes to the Postcard Inn on the Beach and the Renaissance Vinoy Resort & Golf Club for graciously agreeing to host her during her stay.

TRADE SHOWS/MEDIA MISSIONS/PROFFESIONAL DEVELOPMENT:

Public Information Officer Training – August 2-3

Public Relations Society of America Program: “*From Buzz to Behavior Change*” – August 17

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. We posted the following press releases on Facebook, PinellasCVB.com, PressBriefs, and VSPC’s media page: “*Taste of Clearwater Serves Up Samples of Area’s Best.*”

PRESS RELEASES & E-NEWS & INDUSTRY ALERTS:

The VSPC Public Relations team has continued to conceive and develop VSPC’s new industry e-newsletter. The weekly publication, which we’re calling *CVBeat*, is expected to be distributed for the first time in early October.

August 1 –“100 Days of Summer” e-blast titled, “*Flying Kites, Brooms and Baseballs: 100 Days of Summer Week 10*” was sent to the media and industry.

August 8 –“100 Days of Summer” e-blast titled, “*Mangrove Trails, Sunset Sails and Spooky Tales: 100 Days of Summer Week 11*” was sent to the media and industry.

August 11 – TDC Recap titled, “*Smith Travel: June RevPAR Reaches Highest Total Since August 2008*” was sent to the media and industry.

August 15 –“100 Days of Summer” e-blast titled, “*Tee Off, Drink Up and Chow Down: 100 Days of Summer Week 12*” was sent to the media and industry.

August 15 – TDC Recap resend titled, “*May, June See Record Tourism Revenues*” was sent to the media and industry.

August 22 – TDC Recap titled, “*Monets, Geckos, Tigers & KaYoga: 100 Days of Summer Week 13*” was sent to the media and industry.

August 29 – “100 Days of Summer” e-blast titled, “*Summer Spotlight Shines on 'Winter': 100 Days of Summer Week 14*” was sent to the media and industry.

August 29 – Press release titled, “*Taste of Clearwater Serves Up Samples of Area’s Best*” was sent to the media and industry.

UK PR Firm and German Media Activities:

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: August 2011

- The October issue of Florida Sportsman magazine featured Tarpon Springs' Lake Tarpon in a major article -- Urban Legends -- about four successful bass lakes in metro areas of Florida. The article was written and photographed (all pictures are about Lake Tarpon) by Larry Larsen, hosted by the CVB for a day of fishing in March 2010. Florida Sportsman magazine has a paid circulation of 116,000.
- The nature/outdoors office submitted lists of seven favorite places for anchoring and seven favorite places for casting a line for an upcoming Visitor's Guide.
- For possible social media use to prompt discussion of Dolphin Tale, the nature/outdoors office researched and submitted ten briefs about bottlenose dolphins, writing each so that they connected to Winter at the Clearwater Marine Aquarium, to the movie, and/or to dolphin tour boat rides from Clearwater Beach Marina.
- Via email the nature/outdoors office introduced Krista Rosado of Clearwater Marine Aquarium to John Henigin, host of Fish Talk Radio, a major California radio syndication, for an interview about Winter the dolphin and the movie.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – German Press Group – September 14-18
- 2 – L.A. Media Premiere/Top Resa Show, Paris/Dolphin Tale PR event, London – Sept. 15-28
- 3 - Christoph Pfaff Visit - *Reise & Preise* (Germany) – September 18-22
- 4 – Holiday & Lifestyle Visit – Germany – September 19-21
- 5 – Florida Governor’s Conference on Tourism – Hollywood, FL – September 23-27
- 6 – Dolphin Tale Media Premiere – New York City – September 27-28
- 7 – Brazil Media Press Group with Tampa Bay & Co. – September 28-30