

PUBLIC RELATIONS

September 2011

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Senior Manger, Public Relations

VISITING MEDIA:

German Press Group – September 14-18

Seven top-tier journalists from across Germany spent five days in St. Pete/Clearwater for an immersion tour of the best the area had to offer. The press tour, organized by VSPC's PR team and Fleishman Hillard's German PR Office, was the perfect opportunity to showcase all the assets in Pinellas County. The media got an up-close encounter with Winter the dolphin and also had the chance to visit the Dali' Museum, Tarpon Springs, Caladesi Island State Park, and downtown St. Pete. Special thanks to the TradeWinds Island Resorts and the Hilton downtown St. Pete for hosting this group.

L.A. Media Premiere/Top Resa Show, Paris/Dolphin Tale PR event, London – Sept. 15-28

L.A. Media Premiere for Dolphin Tale- September 15-18

The Los Angeles premiere of Dolphin Tale drew worldwide attention to the movie and to the greater Clearwater area, and VSPC was in attendance to meet with media, liaise with the film's producers and represent the CVB and St. Pete Clearwater Area Film Commission at the premiere and the post event. Representatives from the City of Clearwater, Clearwater Marine aquarium, and local chambers of commerce were in attendance as well. A FAM tour of the area for a journalist we hosted at the event is already in the works.

International French Tourism Market (IFTM), Paris – September 19-24

David Downing represented Visit St. Pete Clearwater at the International French Tourism Market/Top Resa, France's largest annual tourism show. Attendance at the show was organized by Visit Florida, and four other major Florida destinations were in attendance as well. This was the first year visit St. Pete Clearwater attended the show, and the response was positive.

Dolphin Tale PR event, London – September 25-28

As part of the worldwide promotion for the launch of the film, Visit St. Pete Clearwater held a media event in London together with Fleishman Hillard, our UK based ad agency. As part of the outreach, VSPC invited Clearwater Marine Aquarium director David Yates to be the special guest at three media events over two days. The resulting publicity was timed to coincide with the London premiere of the film, which took place two weeks after the events. While there, Downing also met with James Brooke of Rooster PR, which will take over and visit St. Pete Clearwater's UK public relations duties as of December 1.

Christoph Pfaff Visit - *Reise & Preise* (Germany) – September 18-22

We'd like to express our gratitude to the Postcard Inn on the Beach and the Hilton Bayfront in downtown St. Pete for hosting Mr. Pfaff during his four day trip to the St. Pete/Clearwater area. While here, Mr. Pfaff had the opportunity to experience in four days, what most do in a whole year. His article, will be featured in the magazine REISE & PREISE an attractively illustrated publication that offers special features on particular countries, exciting reports on trips, competent industry contributions and any amount of inside information. The website is a multiple awarded, independent travel portal, featuring service and travel industry based contributions. **Website:** <http://www.reise-preise.de> (70,000 visits).

Holiday & Lifestyle Visit – Germany – September 19-21

Innisbrook Resort & Golf Club provided the perfect backdrop to host the editor and photographer from this top lifestyle magazine in Germany by providing complimentary accommodations, rounds of golf and several delicious meals. The Renaissance Vinoy Resort & Golf Club also played a major role in making this trip a success by hosting a round of golf on the beautiful Ron Garl course, and a delicious lunch. The trip was rounded out with a visit to downtown St. Pete and the Dali' Museum.

Florida Governor's Conference on Tourism – Hollywood, FL – September 23-27

VSPC's Senior PR Manager Mary Haban, joined DT Minich and Rosemarie Payne for the annual VISIT FLORIDA Governor's Conference on Tourism, which is a yearly gathering that brings together tourism officials from across the State of Florida. The three-day event provided the perfect opportunity to hone destination marketing skill sets, and celebrate the success each respective CVB in the State has accomplished. VSPC walked away with three awards, a true testament to the exceptional work done on behalf of Pinellas County.

Dolphin Tale Media Premiere – New York City – September 27-28

VSPC's Senior PR Manager Mary Haban joined Clearwater Mayor Frank Hibbard, CMA's Krista Rosado, and Joelle Castelli from the City of Clearwater for an amazing media event in the Big Apple that brought out the best of the best in media. The evening kicked off with a themed "Winter the Dolphin" reception, followed by a private screening for media of the #1 box office hit, "Dolphin Tale." This VIP event provided Clearwater the prime opportunity to capitalize on the huge success of the movie and tout the beauty of this amazing destination.

Brazil Media Press Group with Tampa Bay & Co. – September 28-30

The PR Team at VSPC teamed up with the PR Team at Tampa Bay & Company to host several talented writers from Brazil at the end of September. The South American tourism numbers have seen some steady increases over the last several years, prompting both destinations to share representation in this emerging market. Special thanks to the Sheraton Sand Key for hosting this group of media.

TRADE SHOWS/MEDIA MISSIONS/PROFFESIONAL DEVELOPMENT:

Public Relations Tactical Plan for Canada at Leisure Travel Forum – September 13

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: "***Gecko Tribute, Navy Warship on Display for Labor Day,***" "***Tampa Airport, VSPC Announce New Non-Stop Service to Zurich,***" "***Cultural Centers Celebrate 'Museum Day' With Free Entry,***" "***Super Boat National Championship Returns to St. Pete/Clearwater***"

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 October.

September 1 – Industry Update titled, "***VSPC Wins U.S. Travel's Destiny Award for Marketing Excellence***" was sent to the media and industry.

September 2 – Press Release titled, "***Gecko Tribute, Navy Warship on Display for Labor Day***" was sent to the media and industry.

September 7 – '100 Days of Summer' e-blast titled, "***100 Days of Summer – Final Weeks' Winners, Winter in the Spotlight***" was sent to the media and industry.

September 15 – TDC Recap titled, "***September TDC Recap***" was sent to the media and industry.

September 15 – Press Release titled, "***Tampa Airport, VSPC Announce New Non-Stop Service to Zurich***" was sent to the media and industry.

September 23 – Industry Update titled, "***VSPC Congratulates Winter, Celebrates Area in Friday's USA TODAY***" was sent to the media and industry.

September 23 – Press Release titled, "***Cultural Centers Celebrate 'Museum Day' With Free Entry***" was sent to the media and industry.

September 29 – Press Release titled, "***Super Boat National Championship Returns to St. Pete/Clearwater***" 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: September 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.
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UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – Discover America Day & Toronto Media Tour – October 1-5
- 2 – Ashley Praxedes Visit - *Florida Travel + Life Magazine* – October 14-17
- 3 – Val D'Elia Visit - NY1 – October 15-16
- 4 – *Golf Women & Golfen Germany Magazines* – October 15-18
- 5 - Public Relations Society of America International Conference – October 16-18