

## **PUBLIC RELATIONS**

**January 2012**

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### **VISITING MEDIA:**

#### **Johnny Jet Visit – Travel Channel – January 2-3, 2012**

Jetsetter and travel mogul Johnny Jet made a quick stop in the St. Pete/Clearwater area to film a segment to conduct two very important pieces of business: 1. Get engaged. 2. Host a segment which aired on his Travel Channel Special the day after New Year's. The Sandpearl Resort provided the perfect backdrop for this highly rated show, and the area is sure to see the rewards of this televised coverage for years to come. Visit [www.johnnyjet.com](http://www.johnnyjet.com) to learn more.

#### **Alain Ammar visit - Dandy Magazine – January 5-8, 2012**

We were pleased to welcome this talented TV and print journalist to the area for a focus on downtown St. Pete and the Dali Museum. Alain stayed at the luxurious Vinoy Renaissance and had a chance to tour the Dali Museum, among other downtown highlights. The visit resulted in immediate coverage, with Alain producing a 4-page spread on the area.

#### **Jen Savedra visit – Travel Industry Today – January 7-9, 2012**

She's one of the most influential travel editors within Canada, the person the travel trade turns to for news, trends and the latest and greatest developments in the business of tourism. And because of our long-standing relationship with her, Jen Savedra, made a personal visit to our area prior to heading down to Florida Huddle. The Vinoy Renaissance Resort & Golf Club provided a media rate during her stay and enjoyed amazing coverage as a result. To see some of Jen's stellar work, visit [www.TravelIndustryToday.com](http://www.TravelIndustryToday.com).

### **TRADE SHOWS/MEDIA MISSIONS/PROFFESIONAL DEVELOPMENT:**

#### **FADMO/Visit Florida Tourism Day – Tallahassee, FL – January 17-19, 2012**

Deputy Director David Downing joined tourism executives from across the state for this yearly gathering sponsored by Visit Florida and the Florida Association of Destination Management Organizations (FADMO), formerly known as the Florida Association of Convention and Visitor Bureaus (FACVB). This one-day blitz featured a morning work session with CVB directors, an industry lunch with the Governor and other elected officials, afternoon visits with area legislators and an evening event with a variety of hoteliers and other tourism stakeholders. The topic of discussion was sharing ideas on best practices for promoting Florida nationally and internationally. Downing also met with officials from Visit Florida to discuss international cooperative marketing opportunities, as well as a marketing grant to support the new Edelweiss air service between TPA and Zurich.

### **PGA Merchandise Show – Orlando, FL – January 25-28, 2012**

One of the largest golf shows in the world is just over an hours' drive from St. Pete/Clearwater, and that provided the perfect opportunity to parlay this trade show into a major golf mission. Because golf is such a big selling point for our area, VSPC's Mary Haban made it a point to contact some of Canada's top golf media – already in attendance at this year's show – and host a special editorial dinner, educating them on what's new on our area in terms of golf offerings. In addition to the Canadian delegation, she was able to make new contacts with golf media from all across the globe. To learn more about this show, visit <http://www.pgashow.com/>.

### **TWIGS Pre-Huddle Event – Kissimmee, FL – January 31-February 2, 2012**

Some of the top tour operators in the country wouldn't miss this pre-Florida huddle event, designed as the ultimate ice-breaker, and the perfect chance to mix and mingle with some of the best in the business. This year, was no exception. That's why VSPC's Rosemarie Payne and Mary Haban were in full force at this year's TWIGS (Travel Women International Golf Society) event that brought out reps from Thomas Cook, Virgin Holidays, Expedia, Travelocity as well as many other reputable buyers. The tournament and additional networking events provided an exceptional opportunity to conduct business in a casual and relaxing atmosphere.

### **SOCIAL MEDIA INITIATIVES:**

Throughout the month, the VSPC Public Relations Team continued to monitor and post updates on Facebook and Twitter 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.

### **PRESS RELEASES, E-NEWSLETTERS AND INDUSTRY ALERTS:**

The VSPC Public Relations team has continued to fine-tune VSPC's new industry e-newsletter. The weekly publication, which we're calling *CVBeat*, debuted in October.

January 9 – CVBeat newsletter titled, “*CVBeat: 2011 Closes with Leisure FAMs, Winter Airport Ads*” was sent to the media and industry.

January 11 – Industry Update titled, “*2012 RNC Host Committee Small Business Forum Next Thursday*” was sent to the media and industry.

January 11 – TDC Recap titled, “*2011 Visitation Nears All-Time Record*” was sent to the media and industry.

January 17 – CVBeat newsletter titled, “*CVBeat: Canada, Brazil in Focus this Year*” was sent to the media and industry.

January 23 – CVBeat newsletter titled, “*CVBeat: National Promotions Launch This Week; Airport Visitation Soars*” was sent to the media and industry.

January 23 – CVBeat newsletter titled, “*CVBeat: Extreme Makeover, Conde Nast put Area in Spotlight*” was sent to the media and industry.

**NYC PR Firm, UK PR Firm & German Media Activities:**

Please refer to separate reports from each office.

**Outdoor/Nature PR Activities: January 2012**

- Invited Steve Waters, South Florida Sun-Sentinel, to visit in February, March or April. Waters requested and nature/outdoors emailed information and images depicting the variety of activities available at Fort De Soto Park and the surrounding area waters. Waters is discussing the possible visit with his editor.
- Submitted information about Fort De Soto Park campgrounds and various images to writer Cathy Cabrera inquiring on HARO for Camping Life magazine for an article about the top ten campgrounds in America.
- Queried fly fishing guides about the best times in May-June-July to host outdoor writers to catch a tarpon.
- Wrote and submitted three short features, with images for the VSPC Facebook site:
  - Sean Riley's Boat U.S. Tarpon photography award shot at Anclote Key near Tarpon Springs
  - Treasure Island Kite Festival, with two images.
  - Boyd Hill Park's daily tram rides and First Saturday bird walks.

**UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:**

- 1 - Andrea Guthmann Visit - *Chicago Parent Magazine* – February 2-6, 2012
- 2 – Florida Huddle –Ft. Lauderdale – February 2-4, 2012
- 3 –Monika Hoeffler Visit - *Geo Saison (Germany) Magazine* – February 5-7, 2012
- 4 – Nanci Theoret Visit - *Fla. Travel + Life Magazine* – February 9-12, 2012
- 5 – Janin Nachtweh Visit - Austrian Media- February 17-21, 2012
- 6 – VISIT FLORIDA Canadian Press Trip –February 19-22, 2012