

PUBLIC RELATIONS

May 2012

Prepared by: Mary Haban
Senior Manger, Public Relations

VISITING MEDIA:

FTI - "Highlight of the Year" Press FAM – May 6-8

Some of Germany's top travel media visited St. Pete/Clearwater in conjunction with FTI – one of Europe's elite tour operators. The trip, sponsored in part by FTI and hosted by the Hilton Clearwater Beach, provided these writers with a variety of story angles and photo opportunities. The articles, which are currently being published in newspapers and magazines throughout Germany, will greatly benefit the St. Pete/Clearwater area for years to come.

Jim DaRosa Visit - Outdoors-Fishing – May 8

One day is all it takes to make a lasting impression. Case in point: Jim DaRosa's visit. It's a new media opportunity that will drive some visits from the Chicago metro area for years to come. DaRosa is one of the hosts of Fishing and Outdoors Radio show which broadcasts from five suburban Chicago radio stations on Wednesday nights. All he asked for was a fishing guide for a day and in return, Visit St. Pete/Clearwater got a 10-minute interview about our destination that was broadcast to one of our top US feeder markets. The interview, which took place on May 16th with Bill AuCoin, the area's nature/outdoor expert, was surely heard by thousands of potential visitors in the Windy City.

Karin Wright Visit – UK Sunday Mirror – May 11-13

A fantastic travel article resulted in this quick trip by the Sunday Mirror's Karin Wright. Though she was just here less than 24 hours, she managed to craft of the best feature stories we've seen in a long time. The paper, one of the most popular in London, is also one of the most sought-after publications in the UK – by CVB's across the country. Lucky for us, she chose to visit St. Pete/Clearwater. This trip, which was planned in conjunction with Tampa Bay & Company, resulted in an excellently placed story read by hundreds of thousands of people across the UK.

Visit Florida UK Blogger Press Trip – May 20-21

While attending World Travel Market in London in the Fall of 2011, VSPC's Mary Haban met with Visit Florida's new public relations agency to provide an overview on the area. It was at this meeting that Haban learned about a blogger press trip being planned by this agency, and she immediately offered to host. Fast forward six months and St. Pete/Clearwater has the chance to show the best of the best all our area has to offer UK visitors. Four talented travel bloggers

came, conquered and tweeted and blogged about the latest and greatest in St. Pete/Clearwater. Best part was – their tweets and blogs – happened in real time. This type of press trip was one of the first we hosted in terms of bloggers – however, it won't be our last.

Christine Bredow Visit - German writer – Joy Magazine – May 21-23

Women who like RV's and camping – and a little glitz and glamour too: this was the story angle of German travel writer Christine Bredow, on assignment for one of Europe's top women's magazines called: Joy. With a circulation of more than 400,000 you can bet ladies across Germany will get an insider's view into the casual side of the destination. To learn more about the magazine, visit: www.joy.de.

Ulrike Wirtz Visit - American Journal Germany – May 26-28

One of Europe's top trade publications sent a writer to St. Pete/Clearwater to update readers on what's new in our area. The section: Fall 2012 in the Florida Special, will feature the area's top attractions and newest developments. The publication, seen by more than 40,000 readers, will ensure the area stays top of mind with Germany's travel agents and tour operators.

Sue Cocking Visit - Miami Herald – May 28-31

She's one of Florida's top outdoor travel editors, and she's also a big fan of our area when it comes to fishing. That's exactly why Sue Cocking spent her Memorial Day weekend with one of the many fishing guides St. Pete/Clearwater. This two day trip resulted in some magnificent coverage in the sports section of the Miami Herald. The article, titled, "Silver Kings Reign During Magic Season," was published a few days after her trip here on June 3rd.

MEDIA RECEPTIONS:

Travel Media Association of Canada – Fredericton, New Brunswick – May 2-6

Visit St. Pete/Clearwater's efforts in the Canadian market are still going strong. And this year's participation in the TMAC Annual Conference and Media Marketplace ensured it would stay that way for years to come. Senior PR Manager, Mary Haban, who's been a fixture in this market for the past seven years, attended the conference, talking up the latest travel trends to the media. The event included a day-long media marketplace, which provided an excellent chance for Haban to meet one-on-one with some of Canada's most elite travel professionals. This conference is one of the few that brings together media from the entire country of Canada.

SATW ACC Conference & Media Marketplace – Sarasota, FL - May 20-23

Some of the nation's most talented media and a select number of destination professionals gathered in Sarasota for the Society of American Travel Writer's Atlantic Caribbean Conference. This elite networking event provided the ultimate platform to showcase the best of St. Pete/Clearwater to the country's best travel media. St. Pete/Clearwater took part in the media marketplace, which allowed one-on-one appointments with key media. This event is the precursor to the annual conference, which brings together the entire SATW delegation, which includes media from across the country.

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 the Fall 2011.

May 3 – Press Release titled, **“Vote Travel” Rally This Tuesday Visit St. Pete/Clearwater, Tampa Bay & Co. Come Together for Tourism Week 2012,**” was sent to the media and industry.

May 7 – Industry alert titled, **“Reminder: Tourism Week “Vote Travel” Rally tomorrow at 10:30 AM”** was sent out to the media and industry.

May 9 – TDC Recap titled, **“New Bed Tax Record Set for St. Pete/Clearwater,”** was sent to the media and the industry.

May 11 – CVBeat titled, **“VSPC Dominates Pow Wow; Flamingo Steals Show at Tourism Rally,”** was sent to the media and the industry.

May 21 – Industry Update titled, **“Upload Your 100 Days of Summer Deals Now,”** was sent to the media and the industry.

May 30 – Press Release titled, **“100 Days of Summer’ Means Daily Winners, Major Ad Campaign,”** sent to the media and the industry.

May 30 – Press Release titled, **“100 Days of Summer - Events, Deals and Giveaways,”** sent to the industry, media and the consumer email list.

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

Please refer to separate reports from each office.

Outdoor/Nature PR Activities: May 2012

- Hosted Jim (and son, David) DaRosa, co-host of *Fishing and Outdoor Radio*, for a successful day of tarpon fishing at Fort De Soto Park/Egmont Key. Our destination was rewarded with a 15-minute-plus on-air interview with Bill AuCoin on the program's five station network in suburban Chicago on May 16.
- Hosted Susan Cocking, Miami Herald outdoors writer, for a two-day visit in St. Petersburg to research tarpon fishing and tarpon genetics information at the Florida Fish and Wildlife Research Institute. The tarpon fishing was not successful due to the windy effects of TS Beryl but Cocking is preparing an article about the superior tarpon fishery in our waters.
- Provided an interview and arranged other guests for a live, one-hour Nashville radio program by broadcaster Doug Markham -- *Outdoors with Doug Markham* (WTN, 99.7) -- all rewarding the Clearwater-St. Petersburg area. On Saturday May 19 Markham interviewed Bill AuCoin (1/2 hour), Capt. Tyson Wallerstein (15-minutes) and kayak guide Neil Taylor (15-minutes).
- Nominated St. Petersburg for Yachting Magazine's "Top 50 Yachting Towns" contest for 2012.

UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:

- 1 – Swiss/German TV: Holiday Checker – June 1-8
- 2 – Imagine Global Press Trip – June 1-4
- 3 - PRSA Travel & Tourism Conference – June 3-6
- 4 – Diane Bair Visit – Boston Globe – June 4-7
- 5 – Edelweiss Air Press FAM – June 12-15
- 6 – Ulysses Travel Guide Visit – June 16-18
- 7 – Tampa Bay PRSA Sunshine District Conference – June 21-23
- 8 - German Press: Ludwig Brunnen – June 22-28