

#LiveAmplified



VISIT ST. PETE/CLEARWATER ANNUAL PLAN 2015

2011

2013

2012

2014

2016



**ST. PETERSBURG
CLEARWATER**

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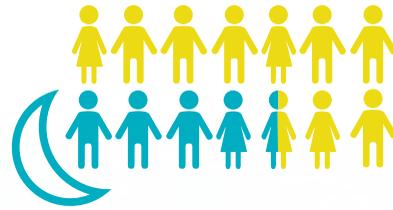
**ST. PETERSBURG
CLEARWATER**





TOURISM IS THE ECONOMIC LIFE-BLOOD IN PINELLAS COUNTY

Pinellas County is the leading destination on the Gulf Coast in the U.S., drawing more than **14 million** visitors in 2013, including some 5.5 million overnight guests.



Made up of **26 distinct communities**, the area is best known for its record-breaking sunshine, **35 miles of spectacular white-sand beaches** and a wide array of cultural offerings.



A variety of attractions, **world-class museums, sporting and beach activities, arts, culture and nature-related experiences** make

Pinellas County an unparalleled vacation destination, and its location on a Gulf peninsula makes it truly unique among Florida beach destinations.

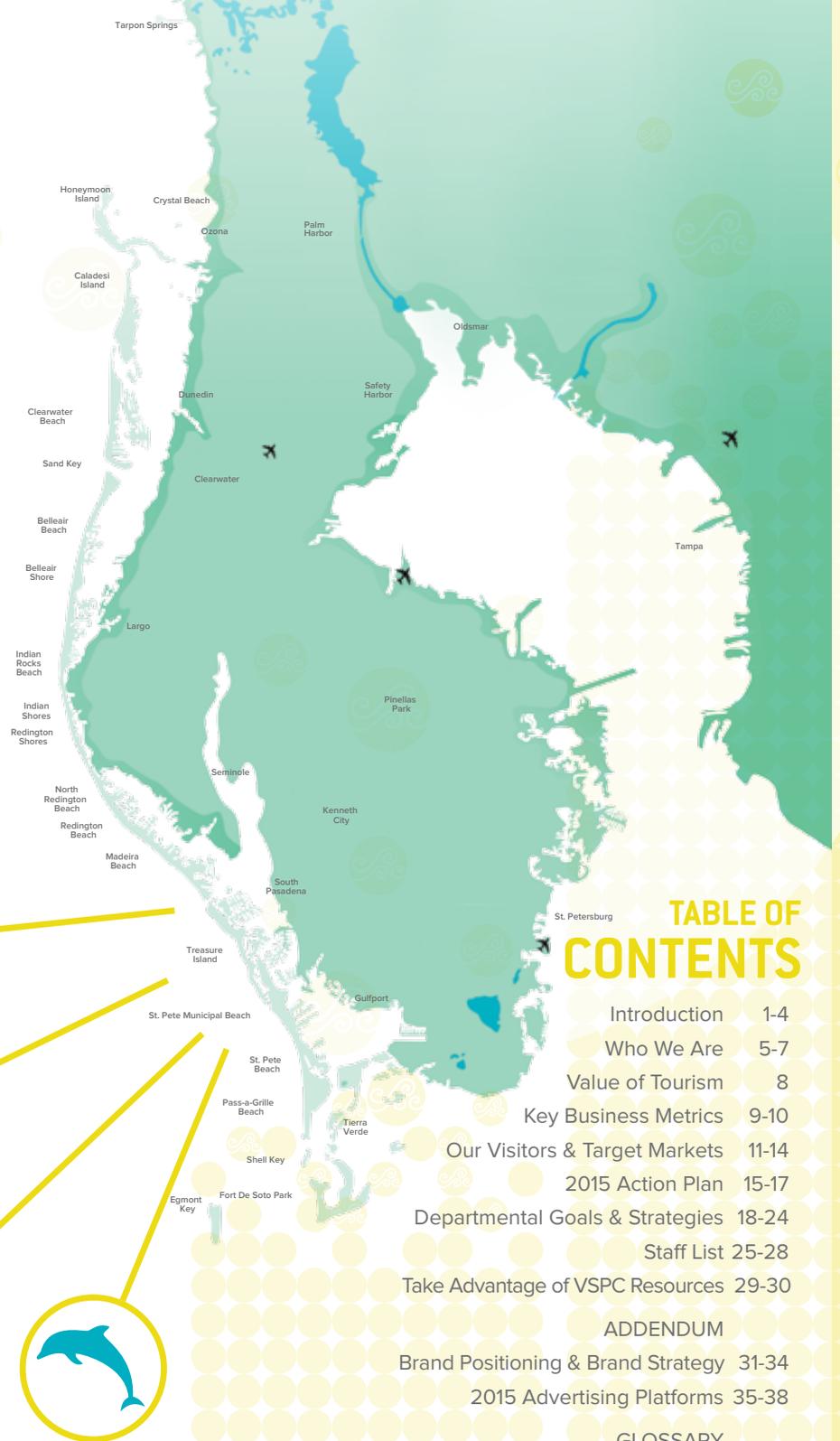


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This booklet includes VSPC's annual statistical and demographic information as compiled via VSPC-sponsored research, as well as top-line marketing initiatives and departmental action plans for the coming year. The success the St. Pete/Clearwater area has enjoyed this past year—including

**FY13's record-breaking total of
\$31.1 million
in bed tax collections**



placing our destination as a "high impact" tourism area within the state—is a testament to the support and cohesiveness of its tourism industry, from Tarpon Springs to Fort De Soto and everything in between. We thank you for your continued support and engagement, and we encourage you to stay up-to-date by visiting PinellasCVB.com, our industry partner website, for the latest visitor statistics, monthly department reports, and other materials designed to help you continue growing the St. Pete/Clearwater area's most important industry—tourism.

LOCAL TOURISM INDUSTRY
pinellascvb.com

DOMESTIC CONSUMER
visitstpeteclearwater.com

INTERNATIONAL CONSUMER
visitstpeteclearwater.com/intl/es (Spanish)
visitstpeteclearwater.com/intl/de (German)
visitstpeteclearwater.com/intl/fr (French)

MEETINGS
meetings.visitstpeteclearwater.com

MEDIA
media.visitstpeteclearwater.com

TRAVEL AGENTS
leisure.visitstpeteclearwater.com

SPORTS COMMISSION
sportsspc.com

FILM COMMISSION
filmspc.com



With an annual economic impact of more than

\$8.2 billion

tourism contributes

\$260

to our local economy
every second of every day.



WHO WE ARE



Visit St. Pete/Clearwater is the department of Pinellas County Government that functions as the official tourism marketing and management organization for the entire county and its 24 municipalities. **Visit St. Pete/Clearwater (VSPC) is the consumer-friendly name** by which the Pinellas County Convention & Visitors Bureau (CVB) does business. VSPC's charge is to:

ENHANCE THE COUNTY'S ECONOMY BY INCREASING DIRECT VISITOR EXPENDITURES AND JOB DEVELOPMENT, TRAINING AND RETENTION IN THE TOURISM INDUSTRY.

WHAT WE DO

VSPC works domestically and internationally to **develop and enhance sustainable tourism** for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture, and nature-based opportunities. The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others. VSPC also partners with the local airports on air service development initiatives.

VSPC has an in-house staff of 36 in its Clearwater office, in addition to contracted sales and PR representatives both locally and in Washington, D.C., Chicago, New York, the United Kingdom, Germany, and South America.



VSPC IS FUNDED EXCLUSIVELY BY A PORTION OF THE TOURIST DEVELOPMENT TAX, WHICH IS COMMONLY REFERRED TO AS THE “BED TAX,”

a five percent (5%) tax collected on accommodations in Pinellas County rented for less than six months. Our purpose is to strengthen the county’s economy and employment level by investing the Bed Tax in innovative marketing programs. The Pinellas County Board of County Commissioners (BCC) is responsible for oversight of these funds. VSPC reports to the Tourist Development Council (TDC), a 12-member council appointed as an advisory committee by the Pinellas County BCC to oversee the operations of VSPC. TDC members are responsible for making recommendations to the Pinellas County BCC on matters relating to the Bed Tax and the development and oversight of VSPC’s strategic program direction and budget.

Tourist Development Tax “Bed Tax:”

Proceeds from Pinellas County’s Tourist Development Tax not only fund tourism marketing programs but also several important community functions, including beach nourishment, construction on stadiums and museums, and reserves to be used in the event of an emergency.

Current Tourist Development Council Members:

Elected Officials:

Chairman Karen W. Seel—Pinellas County Board of County Commissioners
Rick Kriseman, Mayor—City of St. Petersburg
George N. Cretekos, Mayor—City of Clearwater
Travis Palladeno, Mayor—City of Madeira Beach
R.B. Johnson, Mayor—Town of Indian Rocks Beach

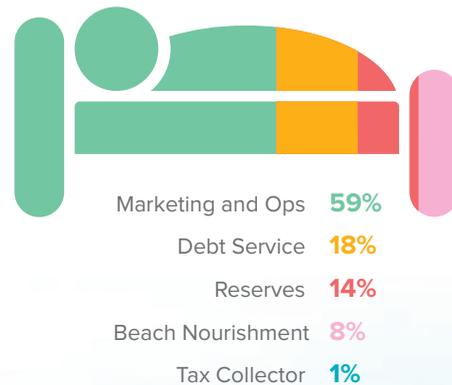
Hotel/Motel:

Russ Kimball, Vice-Chairman—Sheraton Sand Key Resort
Anthony Satterfield—Alden Suites
Timothy R. Bogott—TradeWinds Island Resorts
Eric Waltz—Sandpearl Resort

Tourism Related:

Phil M. Henderson, Jr.—StarLite Cruises
Jen Carlisle—Clearwater Marine Aquarium
Bill Priakos—Barefoot Beach Resort

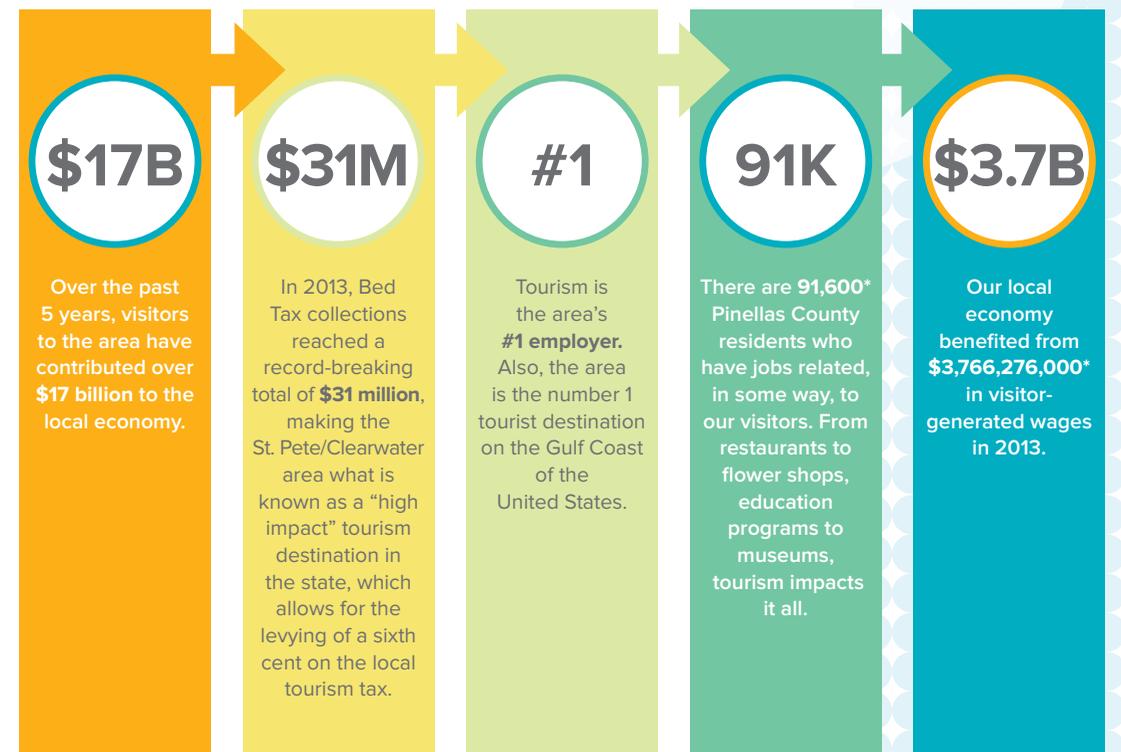
Allocation of Tourist Development Tax



VALUE OF TOURISM

Tourism impacts every aspect of our community. Its revenue is vital to the success of our businesses. There is great value in visitors telling their friends and family about St. Petersburg/Clearwater. It generates billions of dollars in revenue that is the driving force of our economy.

Pinellas County has enjoyed unprecedented growth over the past several years with annual increases in Bed Tax collections ranging from 9-12% each calendar year since 2011.



*Direct and Indirect.

Statistics and cited figures provided by Research Data Services, Visit St. Pete/Clearwater’s research agency of record.

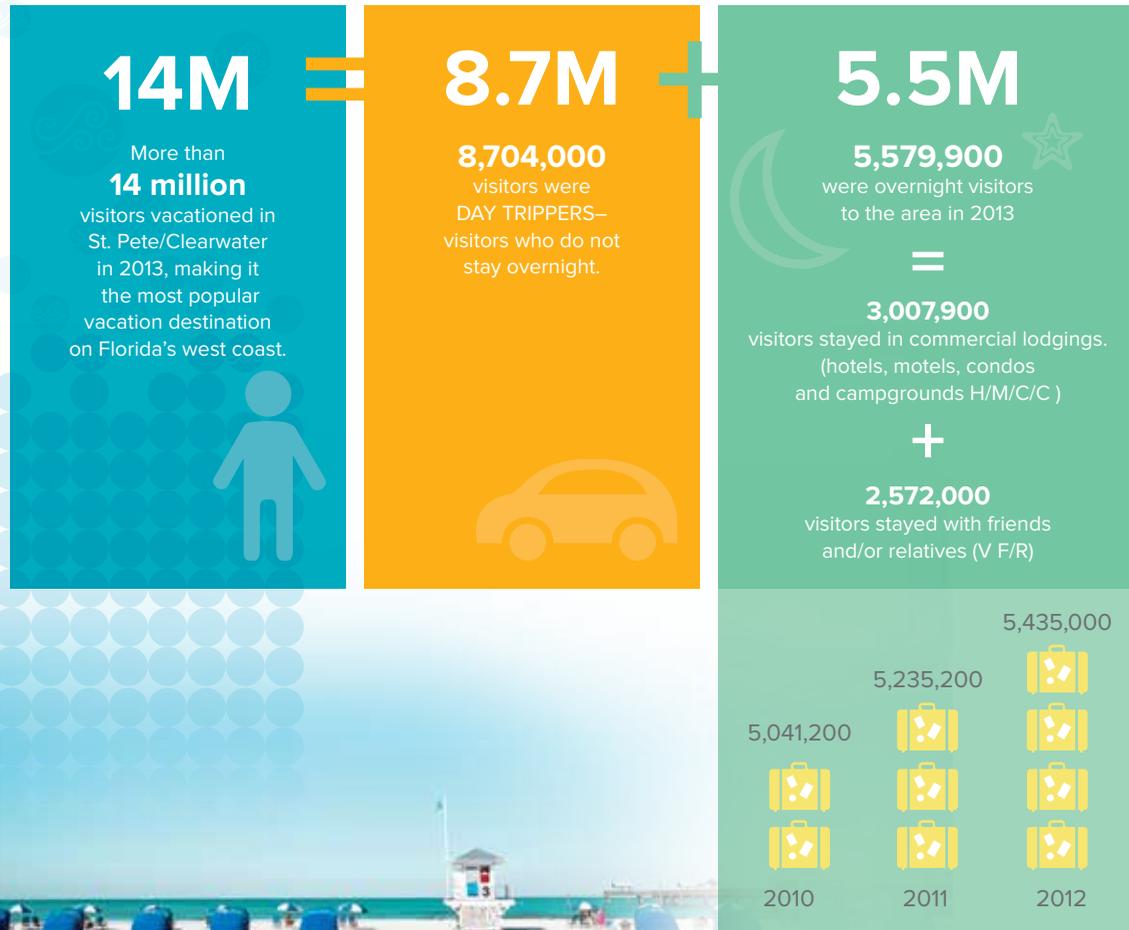
KEY BUSINESS METRICS

VSPC monitors distinct metrics to provide a solid foundation for performance evaluation and action planning to support and increase the economic impact of tourism in Pinellas County.

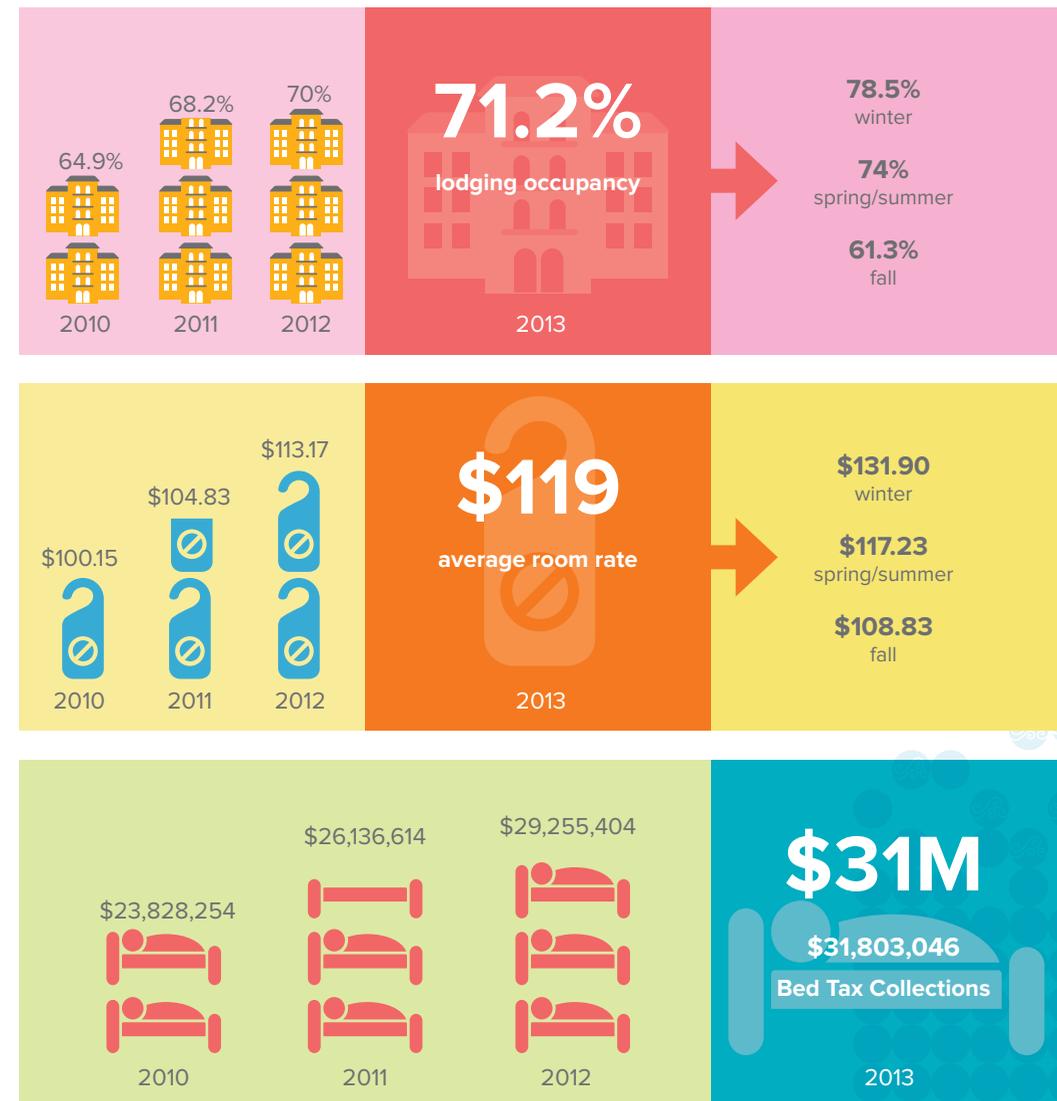


The Health of the Overall Industry

Bed Tax collections are a major barometer of the overall health of the local tourism economy, but other key performance indicators—such as occupancy rates and average daily room rates—help provide a more complete picture of the health of the county's tourism industry... which since 2010 has been doing extremely well and enjoying record-breaking numbers.



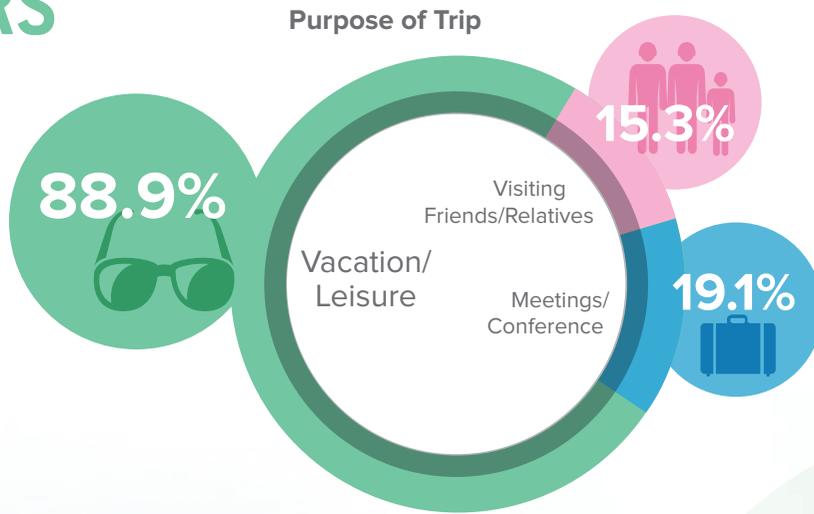
PERFORMANCE REPORTING GIVES US THE BENCHMARK AND PLATFORM FROM WHICH TO ARTICULATE OUR CONTRIBUTIONS TO THE INDUSTRY AND TO THE LOCAL COMMUNITY.



OUR VISITORS



Stayed on average nearly **six nights (5.9)**



\$7,728,483,415

Annual Spending Impact**

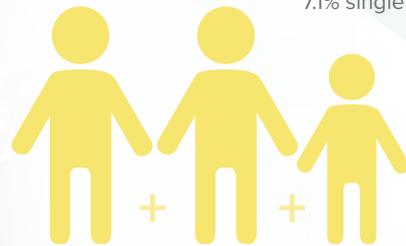
\$3.15B Winter
\$2.63B Spring/Summer
\$1.93B Fall

** 2013 statistics. Not including Day Trip Visitors

Average Party Size

2.8

51.8% couples
41.7% family
7.1% single

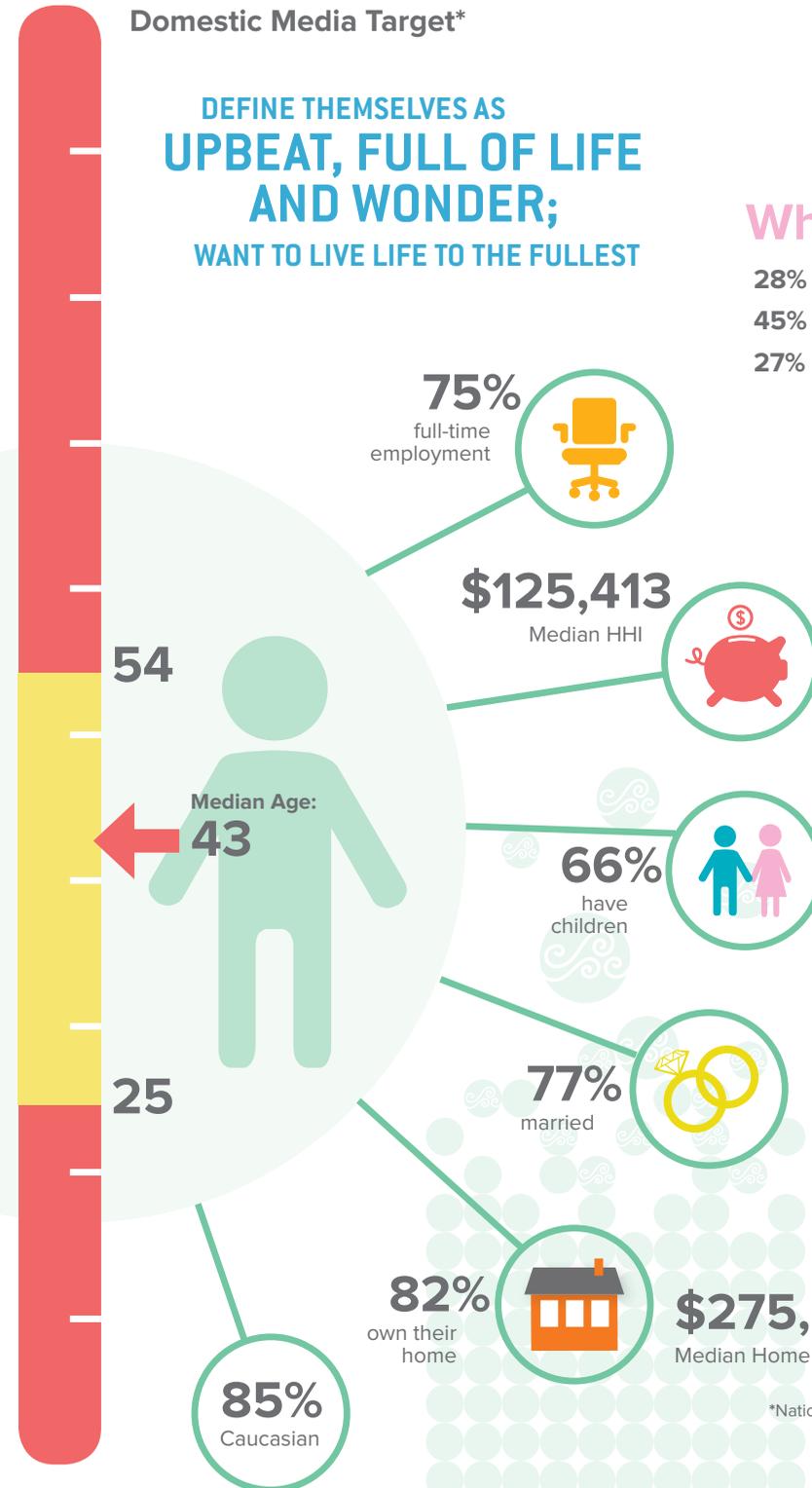


Lifestyle Segments

Family; couples; Florida resident; cultural interests

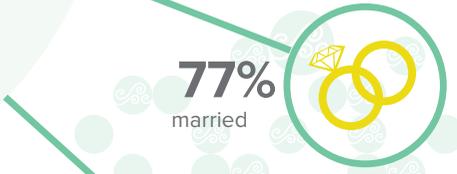
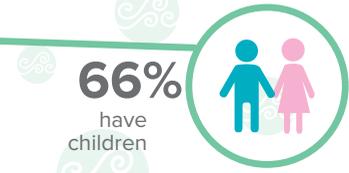
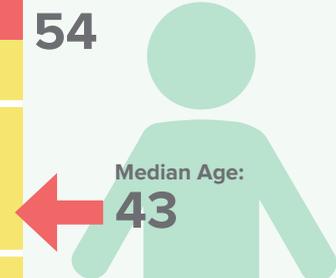
Domestic Media Target*

DEFINE THEMSELVES AS
**UPBEAT, FULL OF LIFE
AND WONDER;**
WANT TO LIVE LIFE TO THE FULLEST



Who Loves Us?

28% Boomers (1946-1964)
45% GenX (1965-1976)
27% Millennials (1977-1994)



*National base: 7,403,000 (MRI)

Markets of Origin

18% Europe

Great increases in recent years with growth from 2012-13 at 2%.

6% Canada

Consistent market with growth on average of 3% since 2010.

3% Markets of Opportunity

(Areas west of Mississippi)

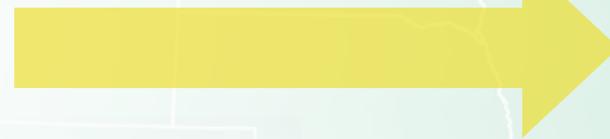
2% Latin America

Phenomenal growth market with increases from 30-60% each year since 2010.



71% Domestic U.S.

(18% Florida; 9% Southeast; 32% Northeast; 41% Midwest)
Steady growth market year over year on average of 2% since 2010.



Top 10 U.S. Feeder Markets in 2013

Winter # Spring/Summer # Fall



Influential Factors

Visitors cited as why they chose to visit the St. Pete/Clearwater area in 2013.



White, Sandy Beaches

Sunning on the Beach

Clear, Blue Water

Warm Weather

Safe Destination

Good Dining Out

Complete Relaxation

Activities For All Ages

Good Value for the Money

Clean, Unspoiled Environment

Reasonably Priced Lodging

Family Atmosphere

Resort Atmosphere

Very Safe Beaches for Children

Upscale Accommodations

Visitors Arrived By

Personal Car
27.3%



Airplane
71.7%



Deplaned:

65.7% Tampa (TPA)

17.8% Orlando (MCO)

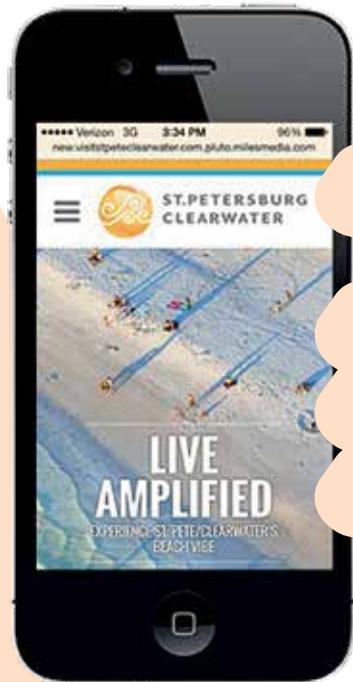
8.5% St. Pete/Ciw (PIE)

4.7% Miami (MIA)



2015 ACTION PLAN

Since 2010, Bed Tax collections have increased annually by an average of 10%. Other key industry metrics and VSPC business and marketing measures also continue to be very strong, leading the competitive set in many categories. VSPC is poised in 2015 to build on this incredible momentum by remaining focused on fine-tuning core strategies and proven tactics to reach key feeder and target growth markets to continue the momentum in 2015.



PINELLAS COUNTY TOURISM HAS ENJOYED INCREASES OF UNPRECEDENTED MEASURES OVER THE LAST SEVERAL YEARS

KEY TRENDS

Consumer demand for value is the new normal.

Consumers expect digital content where and when they need it.

Mobile is central to consumers' travel experiences.

Mobile will become a dominant platform for destination information.

Personal connections rule.

St. Pete/Clearwater Responsive Website

CORE STRATEGIES FOR 2015

STRENGTHEN THE BRAND

- Develop an integrated, multi-year marketing and communications program across all VSPC touch points (owned, earned and paid media).
- Partner with like-minded brands to extend reach and maximize resources.
- Focus on brand consistency and relevancy to consumer targets.

FOCUS ON CONTENT DEVELOPMENT AND DISSEMINATION

- Curate and/or aggregate relevant, credible and inspirational consumer-focused destination content that is “news oriented” versus “advertising.”
- Ensure content is accessible via a range of devices, and more importantly, lives in a range of places.
- Create easily sharable, engaging content.
- Work with Online Travel Agencies, e.g., Orbitz and Expedia, to improve the quality and quantity of branded destination content.

TAKE A PERSONAL APPROACH

- Invest in opportunities to make personal relationships with constituents face-to face— via meetings, special events, trade shows, consumer events, etc.
- Conduct in-person marketing efforts to potential visitors and those that influence travelers in key source markets:
 - > Domestic leisure and third-party influencers.
 - > International leisure consumer and third-party influencers.
 - > Domestic meetings and groups.
 - > Sports groups.
 - > Niche audiences—LGBT, seniors, outdoor enthusiasts, adventure, arts/culture, etc.





ENGAGE PAST VISITORS TO FUEL ADVOCACY

- Cultivate conversation via social channels to engage and build brand enthusiasts.
- Employ robust Customer Relationship Management (CRM) programs to personally connect via the method most relevant to the visitor.
- Enhance digital outreach programs.

CHAMPION THE LOCAL TOURISM COMMUNITY BY DOING WHAT THE INDUSTRY CANNOT DO FOR ITSELF

- Create county-wide branded programs, platforms and co-operative opportunities that are integrated across paid and owned media.
- Promote our local tourism industry worldwide via active partnerships with Visit Florida, Brand USA, Destination Marketing Association International, US Travel and other major industry players.
- Work with area airports to support new air service.
- Provide detailed, relevant up-to-date tourism information, county-wide research on a monthly, seasonal and yearly basis.
- Provide industry leadership, support, education and professional development.
- Protect and preserve our area's vital tourism assets.
- Protect, promote and support infrastructure that sustains tourism.
- Serve as a link to appropriate audiences during a time of crisis.
- Communicate to key stakeholders the value of tourism to Pinellas County.



VSPC DEPARTMENTAL METRICS NEW FOR 2015



ADVERTISING

Implement ROI tracking on key advertising/marketing initiatives. Analyze efficacy of programs against industry standards and report results to TDC and industry.

FILM

Institute a new digital permitting platform that allows for detailed data tracking for all permitted projects, resulting in enhanced reporting, a more efficient modern process and a reduction of cost and time.

LATIN SALES

Implement a FAM Tour Participant Survey to get first-hand feedback on the destination experience, as well as a Workshop Evaluation Form to be completed by Travel Agents in Latin American countries. Improve and customize approach to determine if our message is well received.

LEISURE/RESEARCH

Conduct moderated, in-depth Focus Groups with leisure travelers in key markets—both domestic and international—to “take the temperature” of the brand for leisure travel.

MEDIA & INTERACTIVE

Employ Social Media Net Promoter Score/Data Mining to gauge visitor experience via an online survey served up to those who we engage with on social media channels. Track relevant visitor data, such as activities while in destination, lodging, trip planning habits, etc.

MEETINGS

Implement a site satisfaction survey with the goal of achieving an 85% or higher satisfaction rate among clients that are looking to book a meeting in the destination.

SPORTS

Create an online post event report and experience survey that will require new clients to record their visitor numbers, as well as evaluate the overall experience with the Sports Commission. Completing this process for new annual events will also allow us to gain a performance benchmark for the future and gauge partner satisfaction.

UNITED KINGDOM AND IRELAND

Initiate first-ever cooperative survey with British Airways, targeting passengers that book only to Orlando or Tampa. Survey ad on “Manage My Booking” page includes “win a trip” incentive to complete the survey. Gauge key visitor metrics, including destination awareness, selection criteria, accommodations preferences, booking habits, etc.

WEB

Implement a comprehensive website ROI study to quantify and benchmark website effectiveness, improve content development and provide detailed visitor insights for more effective digital marketing.

DEPARTMENTAL LEVEL GOALS & STRATEGIES

Each department has its own areas of emphasis and elements to support the overall core strategies. The following is a departmental look at the top-of-line objectives and strategies for the upcoming year:

ADMINISTRATION

GOAL: OVERSEE ALL DEPARTMENTAL DAY-TO-DAY OPERATIONS AND PLAY KEY SUPPORT ROLES TO ENSURE THE ORGANIZATION'S OPERATIONS AND PROGRAMS ARE MANAGED AT PEAK EFFICIENCY TO STEADY THE COURSE FOR ANOTHER RECORD-BREAKING YEAR FOR PINELLAS COUNTY TOURISM.

- Closely monitor key industry metrics and VSPC benchmarks to ensure growth and steady return on investment of all VSPC programs.

UMBRELLA BRAND SUPPORT/
INDUSTRY AWARENESS

ADVERTISING & PROMOTIONS

GOAL: CREATE BRAND AWARENESS AND METRIC MOVEMENT BY DIFFERENTIATING THE ST. PETE/CLEARWATER AREA FROM ITS COMPETITORS AND DELIVER THE RIGHT MESSAGE TO THE RIGHT PERSON AT THE RIGHT TIME IN THE PLANNING AND VISITATION CYCLE.

- Execute a research driven, consumer-focused brand platform to build marketing campaigns and promotions upon that enrich the image of the entire destination and deepen consumer engagement.
- Use data analytics tools to select media that reaches consumers with the highest propensity to not only visit but also to stay in paid accommodations.
- Maintain a year-round media presence targeting seasonally by geography, demographics and by behavior with emphasis on three seasons: Winter, Spring/Summer and Fall.
- Create niche marketing campaigns for Arts & Culture, and LGBT.
- Provide like-minded partnerships and promotions to extend the brand reach.
- Create umbrella under which industry can participate in low cost co-op programs.

MEDIA AND INTERACTIVE

GOAL: ELEVATE AWARENESS OF THE DESTINATION THROUGH GENERATION OF ENGAGING CONSUMER CONTENT, INDUSTRY COMMUNICATIONS, AND STRATEGIC SPONSORSHIPS THAT WILL IGNITE PUBLICITY AND CONVERSATION IN OUTLETS AROUND THE GLOBE.

- Generate more than 25 million impressions through dynamic destination media coverage.
- Garner over 500 million social media impressions, representing a dramatic 100% increase.
- Grow social audience to more than 330,000 for a 50% increase.
- Establish in-destination social media engagement points.
- Orchestrate efforts of contracted local, domestic and international public relations firms to increase global awareness of the brand.
- Organize and empower recognized local and national digital/social influencers with frequent meet-ups and FAMs.
- Develop in-house content production, transitioning into a publishing team for all owned channels.
- Synergize department social media opportunities across all VSPC divisions with increased staff training.
- Embrace ever-developing technology trends and channels.
- Continue to expand the brand's international social media presence.
- Develop pioneering corporate relationships and global sponsorships to promote the destination.

INTERNET MARKETING

GOAL: INCREASE BRAND INTERACTION WITH INFORMATIVE AND ENGAGING, UP-TO-DATE DIGITAL OFFERINGS THAT BUILD AWARENESS AND LOYALTY AND ULTIMATELY MOTIVATE CONSUMER TRAVEL.

- Launch new responsive website that adapts to different devices and engages the mobile audience.
- Continue to provide consumer oriented, engaging travel planning information and tools on VisitStPeteClearwater.com.
- Continue to increase website engagement using GetSmartContent.
- Update and expand VSPC's website for the local industry, PinellasCVB.com and enhance the partner-specific back end portal used for co-op to include sharing of RFPs, leads and other relevant information.
- Expand the use of VSPC's Contact Relationship Management (CRM) system as a central communication tool with industry partners by all VSPC departments.
- Foster brand loyalty and engagement through direct communication with past visitors and others interested in the destination via their desired digital medium—email, Facebook, Twitter, text messaging, etc.

HOSPITALITY EDUCATION

GOAL: RAISE AWARENESS OF THE VALUE OF TOURISM AND FOSTER THE DEVELOPMENT OF OUR TOURISM INDUSTRY BY INTERFACING WITH FRONT-LINE STAFF AND RESIDENTS ALIKE, PROVIDING TOURISM EDUCATION OUTREACH AND SUPPORTING VARIOUS VALUE OF TOURISM INITIATIVES THROUGHOUT THE COMMUNITY.

- Establish and offer education outreach as an industry professional development tool.
- Collaborate with industry partners to create a distinct experience for visitors.
- Organize familiarization tours of all parts of the county.
- Promote the value of tourism and benefits to the community.



DOMESTIC AND INTERNATIONAL SALES

LEISURE TRAVEL—U.S. AND CANADA

GOAL: FUEL THE CONTINUAL GROWTH OF THE RECORD-SETTING LEISURE VISITATION NUMBERS VIA DOMESTIC AND INTERNATIONAL DIRECT TO CONSUMER AND TRADE SALES INITIATIVES.

- One-on-one sales calls, missions and product launches with top producing domestic and international wholesalers, tour operators, travel agents, consortiums and internet companies specializing in leisure travel.
- Attend high-traffic consumer-oriented events and travel shows in our key origin markets.
- Reach domestic and international influencers of travel through travel trade shows and through one-on-one contact and customized events.
- Promote the destination's niche offerings with a focus on filling low demand periods.
- Plan and execute educational FAM visits for proven domestic and international wholesale partners and emerging markets.

UK, IRELAND AND SCANDINAVIA

GOAL: INCREASE AWARENESS OF PINELLAS COUNTY AS A PREMIER U.S. TRAVEL DESTINATION TO UK, IRISH AND SCANDINAVIAN CONSUMERS TO CONTINUE MARKET SHARE GROWTH, MAXIMIZE ROOM NIGHT POTENTIAL AND INCREASE LENGTH OF STAY VIA TRAVEL TRADE AND DIRECT TO CONSUMER EFFORTS.

- One to one sales calls, training, FAMs, sales missions and partnerships with tour operators, OTA and retail travel agents.
- Exhibit at trade and consumer shows in the UK, Ireland and Scandinavia as part of the Florida's Beaches consortium.
- To leverage partnerships and budgets with tour operators and Florida partners to target, appeal and reach as wide an audience as possible in the most cost effective way.
- Initiate a highly targeted co-op marketing campaign with tour operators to target their consumers and support their efforts.
- Work with our airline and Florida partners to co-host events, FAMs, and trainings and attend trade shows.
- Maintain and increase market share in what is a very mature market from the UK, Ireland & Scandinavia.
- Innovative campaigns targeting the consumer direct such as national consumer promotions and out of home advertising throughout the UK on buses, taxis, trains and subway.
- Synergise PR efforts to ensure that the PR message always backs up the main objectives as well as maximizing niche opportunities.

CENTRAL EUROPE

GOAL: INCREASE AWARENESS OF PINELLAS COUNTY AS A PREMIER TRAVEL DESTINATION TO GENERATE INCREASED VISITATION FROM CENTRAL EUROPEAN MARKETS BY MEANS OF INITIATIVES TO REACH DIRECT TO CONSUMER AND TRAVEL INDUSTRY DECISION MAKERS.

- Implement a fully integrated direct sales and marketing plan to include concentration of efforts on the strongest industry multipliers, development of innovative distribution channels as well as continuous expansion of cooperative alliances with compatible industry partners.
- Design programs to reach the consumer and the travel trade on both traditional, well-established platforms as well as in niche markets.
- Utilize focused tactics including: leveraging partnerships to maximize outreach, budget and resources; ensuring diversity and innovation in our sales and marketing efforts; realizing the potential of secondary markets; synergizing PR efforts.

LATIN AMERICAN SALES

GOAL: CONTINUE THE MOMENTUM OF PHENOMENAL LATIN AMERICAN LEISURE VISITATION GROWTH BY ESTABLISHING THE AREA AS THE PREMIER DESTINATION ON THE WEST COAST OF FLORIDA. FOCUS ON OUTREACHES TO THE TRAVEL INDUSTRY IN THE CARIBBEAN, CENTRAL AMERICA AND SOUTH AMERICA.

- One-on-one sales calls, missions and product launches with top producing wholesalers, tour operators, travel agents, and consortiums.
- Attend high-traffic trade events in our targeted countries of origin.
- Work closely with our Latin American airline partners to develop innovative and aggressive, marketing and sales campaigns.
- Manage the satellite offices ensuring maximum exposure and reach in our core market countries.
- Educate local industry of the potential for this new and developing market.





MEETINGS & CONVENTIONS

GOAL: GENERATE 115,000 DEFINITE ROOM NIGHTS AS A RESULT OF SALES INITIATIVES TO RAISE AWARENESS OF PINELLAS COUNTY AS A VIABLE MEETINGS DESTINATION AND BY PROVIDING MEETING PLANNERS AND THE INDUSTRY EXTENSIVE AND RELIABLE ASSISTANCE.

- Focus on Corporate, Incentive, Association, SMERF, Government, and Multi-cultural segments.
- Partner with local industry to provide turnkey, personalized services to the meeting planner.
- Assist planners and the industry by conducting familiarization trips and site inspections.
- Reaching meeting planners and influencers of group travel through sales missions, travel trade shows and by implementing imaginative and memorable special events.
- Maintain high profile in national meeting trade associations and at their annual conferences.
- Focus on growth in the Latin America and European Incentive Market, by hosting events and sales missions, as well as participating in annual trade shows.

ST. PETERSBURG/CLEARWATER FILM COMMISSION

GOAL: PROMOTE PINELLAS COUNTY TO THE FILM INDUSTRY TO GENERATE LEADS TO BRING FILM, TELEVISION AND VIDEO PROJECTS OF ALL KINDS TO THE AREA—THE THIRD LARGEST FILM/VIDEO PRODUCTION CENTER IN FLORIDA—FROM HOLLYWOOD BLOCKBUSTERS AND INDEPENDENT FEATURES TO TELEVISION SHOWS, MUSIC VIDEOS, INFOMERCIALS AND MORE.

- Expand the brand through creative content creation and PR generated by the film commission including digital media content promoting itself and the area.
- More closely integrate the brand of the film commission with the overall brand of Visit St. Pete/Clearwater.
- Create a major presence at the Cannes Film Festival and other major film markets to create Florida co-productions with domestic and international film and TV entities.
- Increase international and domestic exposure through enhancement of already established Film Festivals in the area to build major brand exposure, film and tourism draw.
- Draw business to the area by working with established local companies and entrepreneurs to create a film fund to make the area competitive with other major national and international production centers.
- Expand digital media content creation options through local studio partnerships and support.
- Work closely with educational entities to educate and build a diverse talented workforce to be competitive in the digital media, film and TV space.
- Participate in co-operative trade missions, trade shows and co-hosted events in conjunction with related local, regional and state organizations.
- Manage and host custom in-market scouting trips for film, TV, digital media and commercial content creators.
- Support production companies to match them to local resources that can best assist them.
- Process appropriate film permits and liaise with all county municipalities.

ST. PETERSBURG/CLEARWATER SPORTS COMMISSION

GOAL: GENERATE 95,000–115,000 ROOM NIGHTS FROM SPORTS-TOURISM BUSINESS BY BRINGING COMPETITIVE SPORTING EVENTS TO THE AREA THAT WILL PROVIDE HIGH RETURNS ON BED TAX INVESTMENTS AND PROMOTE THE DESTINATION IN A FAVORABLE LIGHT WITH PARTICIPANTS AND MEDIA ALIKE.

- Grow spectator participation at current and targeted events.
- Develop sport commission specific social media, marketing and advertising efforts.
- Focus on the retention of current events, coordinate RFP's, and develop a services program with local businesses. Also focus on small to mid event market recruitment.
- Work with the USOC in the promotion of Pinellas County as the "Road to Rio." Actively recruit events and teams to the destination to compete prior to the 2016 Olympic Games.
- Develop new business recruitment plan to increase Latin America teams and participants to compete in current events in the St. Pete/Clearwater area.
- Continue on the successes with grassroots level emerging markets. Emphasis on non-traditional and/or unique sports to the destination.

STAFF

EXECUTIVE

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TAKE ADVANTAGE OF VSPC INDUSTRY RESOURCES



Attend the Tourist Development Council meetings.

These monthly meetings, held the third Wednesday of the month, are the official record of tourism promotional activities for Pinellas County. The two hour meetings are open to the public, live streamed online, and available for viewing via archives on PinellasCounty.org



Updated your business listing on VisitStPeteClearwater.com recently?

Industry partners can update and upload information directly to their listing, including videos, photos, special offers, events and even social media channels. If you do not have a username or password to log in, or have forgotten yours, email Dick Roesler at Dick@VisitSPC.com.



Taking advantage of our partner toolkit on Media.VisitStPeteClearwater.com?

You have complete access to high-res photos, HD B-roll of the destination and "New & Now," which details the area's latest and greatest information.



Receiving regular emails from us?

Subscribe to our industry email list. Please send your contact information to PR@VisitSPC.com and you will be added to the list.



Share your big events and important news with us.

We can help spread the word about renovations, new projects, packages and special events. Send all announcements to PR@VisitSPC.com.



Capitalizing on VSPC's booking engine?

Capture VisitStPeteClearwater.com website traffic by including the BookDirect online booking system on your listing. To learn more about this opportunity, contact Dick@VisitSPC.com.



Participate in VSPC's advertising programs.

VSPC's advertising programs offer opportunities for every budget. Visit the co-op advertising site on PinellasCVB.com to learn more or contact Annie Ecken with BVK at AnnieE@BVK.com.



Visited PinellasCVB.com in the past month?

This site is regularly updated with area statistics, including TDC materials and presentations, in addition to FAQs, like how to update your website listing.

ADDENDUM

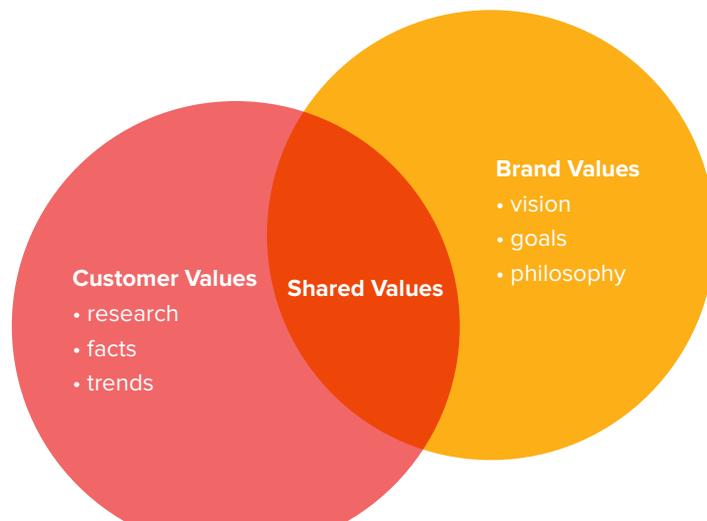
BRAND POSITIONING

The advertising industry has changed more in the last decade than in its entire history. Communicating brand offerings to consumers has shifted from advertising, to connections, with an evolution from campaigns that push messaging to efforts that pull interaction and ignite sustainable conversations. To meet the demands of the new marketplace, brands need to connect and have inherent meaning to consumers.

All visitors consider destinations based on how well they fit with how they see themselves (in actuality) and would like to see themselves (ideally). Iconic brands understand and exploit this to their advantage. The greater the match between a destination's brand image and a tourist's self-concept, the greater the likelihood they will visit. They position on a potent human value that matches the brand usage experience and fits with current and prospective customer values. In doing so, iconic brands become antidotes for what people feel is missing in their lives.

To be effective, Visit St. Pete/Clearwater's brand value needed to be something that:

- Is personally important to the target
- The target feels is missing or that they crave more of
- Is associated with an "ideal" experience
- Is linked to a deep well of related beliefs/characteristics
- Must be inherently present in the DNA and ethos of the area
- Other competing brands do not overtly communicate or currently own



BRAND STRATEGY

Who's making the most of their lives? ...It's the ones who go deep rather than skimming the surface. The ones who relish texture, contour and contrast over superficiality. Those who are fully present and all-in. This is what we miss—in others, in ourselves. We crave it intuitively. It's what, through research, we identified our customer desperately wants from a vacation to St. Pete/Clearwater. Beyond the universal benefits of all vacations regardless of destination (fun, rest and relaxation), they need precious time and space to reconnect, find real meaning, and rekindle the spirit—to revive their inner sparkle.

Research concluded the intersection point between the essence of St. Pete/Clearwater and visitors' (current and prospective) personal values is **VIBRANCY.**

Visit St. Pete/Clearwater's Differentiated Brand Benefit:

NOWHERE ELSE CAN YOU BE AS FULLY PRESENT IN THE MOMENT, CONNECT WITH THE WONDER ALL AROUND YOU, AND FEEL SO TRULY ALIVE.



THE VIBRANCY BRAND PLATFORM IS CREATIVELY EXPRESSED AS:

LIVE AMPLIFIED

When you Live Amplified, you live life to the fullest. Live Amplified is Visit St. Pete/Clearwater's consumer facing rallying cry/call to action/mantra (as opposed to a brandline or tagline)—to make the brand value of Vibrancy even more accessible, personal and authentic.

Living Amplified defines what the brand stands for and brings the value of Vibrancy to life in visual and verbal communications and activities around the brand.

BRAND MANIFESTO

Living amplified is a mindset. A challenge to squeeze every drop of awesomeness from your world. It's about experiencing things beyond your comfort zone. Diving deep into every supercharged moment you can find. Recognizing that you have 5 senses—and engaging them all. When you Live Amplified, you feel the buzz and the beat. Every sound is crisper. Every scent more potent. Every color more vibrant. After all, experiences are the soundtrack of life. Crank them up.

LIVE AMPLIFIED
IN ST. PETE/CLEARWATER.



BRAND VOICE

The brand speaks with a dynamic sense of purpose—to inform and inspire our audiences to share in the indelible feelings of Vibrancy that define the St. Pete/Clearwater experience. Through the Brand Voice, VSPC messaging enthusiastically invites one and all to amp up their lives with a uniquely fascinating juxtaposition of things to see, do and embody. The tone is youthful and kinetic, with each expression of the brand conveying the level of excitement available every day throughout the destination. With a blog-esque style of delivery that's full of attitude and steeped in experience, the Brand Voice makes big/bold statements that are engaging and fun. It's connected and confident, without being silly. And the goal is to ignite the brighter, animated, exuberant side of our visitors' personalities. We are the friend who encourages—or even dares you—to do things you'll cherish for the rest of your life.

BRAND PERSONA

Buzzing, bigger than life, alive, loud, fun, full of attitude, confident, colorful, friendly, gregarious, has a healthy glow, is youthful, spirited, positive and energetic with an enthusiasm that's contagious.



For more information, visit PinellasCVB.com

2015 ADVERTISING PLATFORMS

Winter Campaigns (January-April)

KEY INTERNATIONAL MARKET:

United Kingdom

24,281,333

Impressions

PRIMARY DOMESTIC MARKETS:

Key Northeast and Midwest markets of origin for Winter visitation with special emphasis on:

New York

590,091,742

Impressions

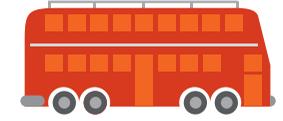
Chicago

154,967,437

Impressions



Taxi sides and interiors

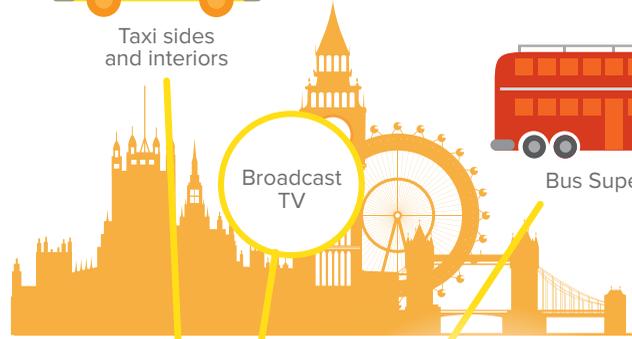


Bus Supersides

Broadcast TV

Rich Media Web Banners with landing page support

National Rail Network Interior Panels



Double Decker Buses



Coffee Cup Sleeves

Urban Street Panels

Long Island, Metro North and New Jersey Rail System Posters

Elevator Screens

Guerilla Snow Campaign

Elevator Screens

Guerilla Snow Campaign



Taxi Toppers and Sides

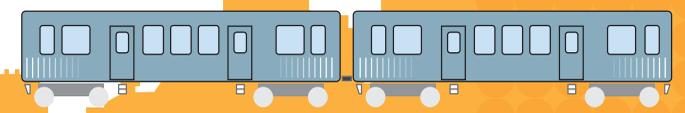


Coffee Cup Sleeves

Urban Street Panels



Subway Trains



"L" Train Exterior Wrap

2015 ADVERTISING PLATFORMS

Summer Campaigns (Memorial Day—Labor Day)

PRIMARY MARKETS:

Orlando, Greater Tampa Bay area, Lakeland

SECONDARY MARKETS:

Florida, Tampa and Orlando, Key MW markets, Key NE markets

High traffic digital billboards

Radio
(including online radio)

TV

BRANDED CREATIVE

Annual Programs

DIGITAL CAMPAIGNS

Key Markets/ Key Niche—SEM Paid Search Campaign, targeted email, video and image content distribution campaigns; rich-media, display and retargeting banner campaigns.

FLORIDA VISITOR

- **General:** VISIT FLORIDA Magazine; VISITFLORIDA.com banner advertising; brochure racks around state and at welcome centers.
- **Tampa Bay:** Tampa International Airport—branded airport shuttles; baggage claim display; Near airport billboard; Destination magazine distribution in-airport; Visit Tampa Bay Visitor Guide ad placement.

BRAND PRINT

Key Markets/Key Niches—Branded display and lead generation ad space in targeted publications such as NY Times Travel Magazine, Boston Globe Travel Magazine, Chicago Magazine, Oprah and Coastal Living Magazine.

MEETINGS & CONVENTIONS

CVent Supplier Network Diamond Digital Campaign; Tampa Bay Buccaneers Sponsorship.

PARTNERSHIPS

- **MLB/Spring Training:** Tampa Bay Rays, Toronto Blue Jays, Philadelphia Phillies.
- **Elite Events:** Outback Bowl, Firestone Grand Prix of St. Pete, Bitcoin St. Pete Bowl, PGA Valspar Championship, Clearwater Jazz Holiday, Clearwater Super Boat, East-West Shrine Game, Pier 60 Sugar Sand Festival.
- **Chambers:** Chamber developed and initiated co-op program.
- **Airlines:** Domestic and International—Alaska, Copa, Lufthansa and Allegiant Airlines.

INTERNATIONAL

- **Key Markets:** UK, Canada, Germany, Latin America
- Annual efforts with print and online placements, through partnerships and sales

LGBT

St. Pete Pride Sponsorship; 429 Magazine; online campaign support.

ARTS/CULTURE

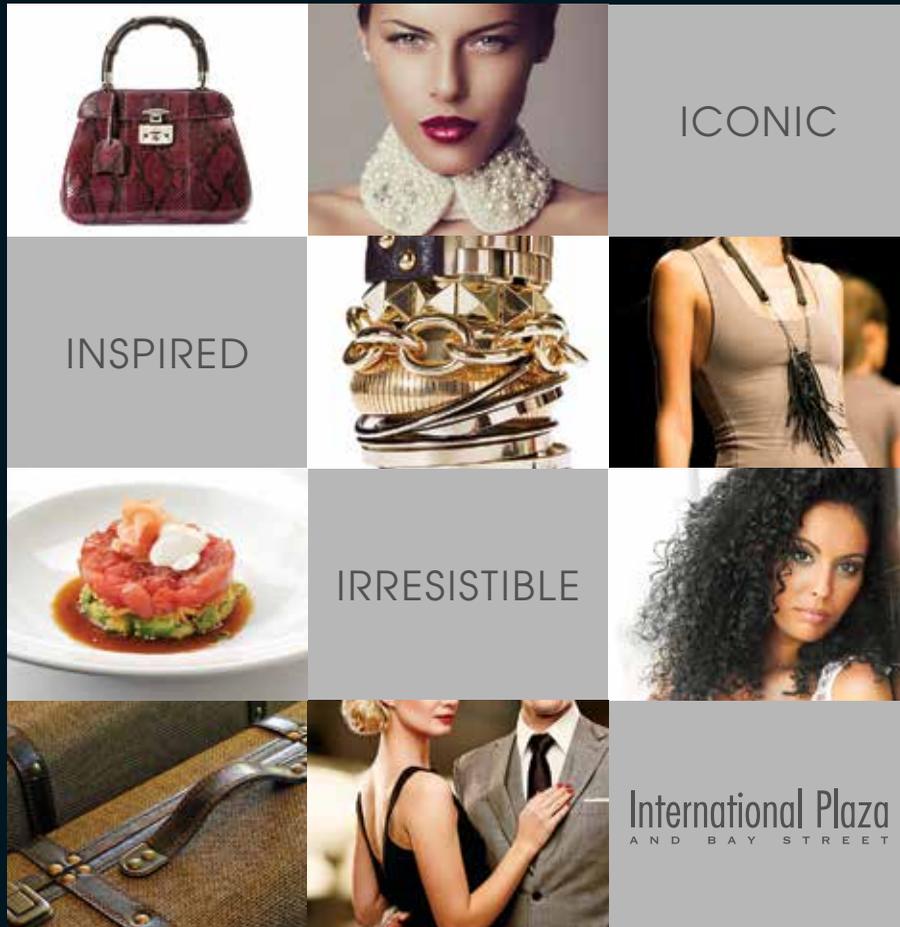
Cultural tourists in key markets of origin with emphasis on Tampa Bay & Orlando—NPR radio campaign; PBS TV campaign; Print campaign in Creative Loafing, Ruth Eckerd Hall, Tampa Bay Times Bay Magazine and more...

SAY WHAT?



- ABAV** | Association of Brazilian Travel Agencies
- ADR** | Average daily rate for accommodations
- ANATO** | Largest tourism fair in Colombia
- Bed tax** | 5% tax for every room night in Pinellas County
- Best of** | Visit St. Pete/Clearwater's annual poll which determines the area's best as voted on by visitors and locals
- Brand USA** | Destination marketing organization for the United States, which began in 2009 with the Tourism Promotion Act
- BVK** | Visit St. Pete/Clearwater's advertising agency of record
- CityPASS** | Tampa Bay CityPASS is a booklet of six attractions around Tampa Bay, including the Clearwater Marine Aquarium and Chihuly Collection
- Co-op** | Programs or opportunities with multiple groups or partners participating
- Copa** | Latin America-based airline that launched nonstop service from Panama to Tampa International Airport in December 2013
- CRM** | Customer relationship management system, which is a database of customer data
- CVB** | Convention & Visitor's Bureau, like Visit St. Pete/Clearwater
- DM** | Destination magazine, like Visit St. Pete/Clearwater's *Gulf to Bay*
- FAM** | Familiarization tour or trip, which is organized to showcase the destination to media, tour operators, meeting planners, etc.
- Florida Huddle** | Florida's biggest travel trade event with Florida travel suppliers meeting directly with buyers
- HMCC** | Visitors staying in hotels, motels, campgrounds & condos
- Hyperlapse** | Video technique in which the camera's position changes between each photo in order to create a tracking shot
- ITB** | World's largest travel trade show in Berlin
- IPW** | International Pow WOW, which is U.S. Travel Association's premier travel industry marketplace
- KPI** | Key performance indicator
- Lead** | Meeting planner request of rooms, event space or goods and services sent to qualified partners

- Manaphin** | Half-dolphin, half-manatee created by Visit St. Pete/Clearwater to steal headlines for April Fool's Day.
- Miles Partnership** | Visit St. Pete/Clearwater's digital agency of record
- Native advertising** | Form of online advertising that matches the form and function of the platform on which it appears
- Organic search** | Listings on search engine results that appear because of their relevance to the search terms, as opposed to being advertising
- OTA** | Online travel agency, like Orbitz or Expedia
- Paradise** | Visit St. Pete/Clearwater's locally-based public relations firm
- PinellasCVB.com** | Industry partner site, which features area statistics, marketing plans, staff information and more
- PPC** | Pay-per-click (online ads or promoted videos)
- Research Data Services** | Visit St. Pete/Clearwater's independent visitation research firm
- Responsive design** | Website design that detects the user's screen size and orientation then adjusts the layout accordingly
- RFP** | Request for proposal
- ROI** | Return on investment
- Sales mission** | Selling and showcasing St. Pete/Clearwater in other markets
- SEM** | Search engine marketing, which is a form of Internet marketing that helps improve visibility in search engine results
- SEO** | Search engine optimization, which is formatting and writing content to perform at its highest level in online searches
- Site visit** | Tour of property or meeting space to familiarize a potential client
- TDC** | Tourist Development Council
- TDT** | Tourist development tax
- Timelapse** | Sequence of photos at set intervals to show changes that take place at a slow pace
- Tradeshaw** | Event with exhibitors, like Visit St. Pete/Clearwater, showcasing products or services.
- VFR** | Visiting friends and relatives
- WTM** | World Travel Market are international travel industry tradeshaws in London and Latin America



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