



**ST.PETE  
CLEARWATER  
FLORIDA**

## Activity Report

**Market:** Germany, Austria and Switzerland  
**Month:** 01 – 30 April 2018  
**Submitted by:** Axel Kaus, Managing Director  
**Phone:** +49 (0)511 899 890-11  
**E-Mail:** akaus@kaus.net

**KAUS  
MEDIA  
SERVICES**



Marketing  
Communications  
Consulting



**ST.PETE  
CLEARWATER  
FLORIDA**

## CONTENTS

1. MONTHLY ACTIVITY HIGHLIGHTS	3
2. NEWS RELEASES AND NEWSLETTERS	4
3. MEDIA RELATIONS AND MEDIA LIAISON	5
4. PUBLIC RELATIONS ACTIVITIES	10
5. MISCELLANEOUS ACTIVITIES	12
6. KEY PERFORMANCE INDICATORS ACHIEVED	12
7. APRIL 2018 MEDIA COVERAGE	13
8. TIME BILLING	17
9. MARKET UPDATE	18



## 1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS continued following up on all media contacts that we met at TravMedia's International Media Marketplace Germany 2018 in Berlin in March 2018.
- KMS continued following up on all media contacts that we met at ITB Berlin 2018 in March 2018.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2017. Most of the participants had published their articles already, which resulted in a high media value in April 2018.
- KMS continued assisting the following journalists with their press fam requests for our destination: Isa Hoffinger (Freelance radio journalist), Harald and Sabine Braun (BARBARA Magazine), Peter Wahl (Global Angler Magazine) and Christian Ehrlich (TV-Show Elstners Reisen).
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for SPC.
- KMS started preparations for the VSPC media promotion at a media event in Munich, Germany on June 6, 2018 that will be organized by Visit Florida. We continuously communicated with Visit Florida and VSPC regarding the presentation and materials to be used during the event.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in April 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



**ST.PETE  
CLEARWATER  
FLORIDA**

## 2. NEWS RELEASES AND NEWSLETTERS

### 2.1 NEWS RELEASE

**KMS drafted and distributed the following press release:**

“Experience the Wild West in Florida”

### 2.2 NEWSLETTER

KMS researched for story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in May 2018.



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p><b>Mr. Dieter Sattler</b> Frankfurter Neue Presse</p>	<p>KMS was in contact with Mr. Sattler who visited our area during the group press fam trip in November 2017. He sent us his article, which was published in several big German newspapers. We thanked Mr. Sattler for the media coverage and added the article to the clipping section of this report.</p>
<p><b>Ms. Susanne Seuffert</b> Freelance journalist</p>	<p>After Ms. Seuffert's return from her Florida round trip in March 2018, KMS was continuously in contact with her and we sent her additional information about our region. She currently works on the article and we agreed to stay in contact to further assist her with the expected media coverage.</p>
<p><b>Ms. Karen Jaeger</b> Grazia</p>	<p>KMS sent Ms. Jaeger high-resolution photos about the most beautiful beaches in the U.S. that are located in our area and we also sent her additional information about St. Pete / Clearwater along with story ideas. She assured us to keep us updated about the publication date and we offered further assistance with the planned media coverage.</p>
<p><b>Ms. Alexa von Busse</b> www.reisereporter.de</p>	<p>Ms. von Busse went on an individual fam trip to our region in January 2018 and we continuously followed up with her to find out when her article is supposed to be published. She informed us that the article is written already, however the editorial department has the privilege to publish in the newspapers first and therefore, the publication date for her story is schedule during the summer months. She promised to keep us updated on any progress in this regard and we agreed to stay in contact.</p>
<p><b>Mr. Johannes Wagner</b> Wochenblatt Karlsruhe</p>	<p>After KMS distributed the VSPC newsletter in March 2018, we were in contact with Mr. Wagner who was interested in the resort renovations in St. Pete / Clearwater. We researched and sent him detailed information about this topic as well as additional story ideas. Furthermore, we offered further support with his planned article and we will maintain the communication with him.</p>
<p><b>Ms. Karin Ochenbauer</b> Americareisen.at/ Canadareisen.at</p>	<p>KMS proactively contacted Ms. Ochenbauer from the Austrian website americareisen.at and canadareisen.at. We sent her our April press release about the James Museum and she informed us that she will publish an article about it on her website soon. Meanwhile, she published our March press release and articles about the topics of our March 2018 newsletter. We thanked her for the positive media coverage and added the four articles to the clipping section of this report.</p>



<p><b>Mr. Manuel Kalleder</b> Visit Florida Representative Germany</p>	<p>KMS was in continuous contact with Mr. Kalleder, the German PR representative of Visit Florida. We discussed possible individual press FAM trips coming from Visit Florida and how we can support them. The current fam trip agreements are listed in the FAM trip section of this report.</p>
<p><b>Mr. Stefan Klug</b> Märkischer Markt/ Märkischer Sonntag</p>	<p>In March 2018, Mr. Klug and his family went on holiday to Florida and as discussed and approved before, we supported some of their activities in our region. KMS now followed up on him, offered additional information and high-resolution photos of St. Pete / Clearwater for his article. He informed us that the article was not written yet so that we offered further support with the planned article. In addition, we agreed to stay in close contact to pursue further media promotions for our area in his publication.</p>
<p><b>Mr. Hans-Raimund Kinkel</b> reisepilot.de</p>	<p>After KMS distributed the VSPC newsletter in March 2018, we supported Mr. Kinkel with additional information on the Dalí Museum and we sent further story ideas promoting the diversity of our area. He now informed us that he published an article about our area that we added to the clipping section of this report.</p>
<p><b>Mr. Christian Dose</b> 360° USA</p>	<p>KMS assisted Mr. Dose with the requested high-resolution photos after we distributed our VSPC press release about the most beautiful beach in the U.S. in March 2018.</p>
<p><b>Ms. Anja Strebe</b> MITTE bitte!</p>	<p>KMS followed up with Ms. Strebe who was on an individual press trip in our region in December 2017. She informed us that her article was published in the meantime. We thanked Ms. Strebe for the positive media coverage and added the article to the clipping section of this report. We will maintain the contact with her in order to see if we can generate additional media coverage in the magazine in the future.</p>
<p><b>Mr. Rainer Wilken</b> Inside-america.de</p>	<p>KMS maintained a close contact with Mr. Wilken who regularly publishes articles about our destination. After we supported him with high-resolution photos of several topics that were featured in our past newsletters, he now published three online articles about it. We added the media clippings to the clipping section of this report.</p>



<b>Ms. Claudia Scheffler-Perone</b> Nonsoloamore	After we discussed the possibility of a media fam trip for Ms. Scheffler-Perone after our meeting at ITB Berlin 2018, we now sent her detailed information about our region. We are awaiting her feedback and we will stay in contact with her.
<b>Mr. Tilman Guenther</b> Saechsische Zeitung/ Freie Presse	KMS stayed in contact with Mr. Guenther, who participated in our group press fam trip in November 2017. We further assisted him with his article about our destination. He informed us that his article was published in several news papers and online media. We are waiting for the clippings and will add the articles to one of the upcoming reports.
<b>Ms. Christa Winteler</b> SonntagsZeitung	KMS was in continuous contact with Ms. Winteler to ensure that no additional media coverage will be published in relation to negative subjects – even though no negative things were mentioned about our destination itself. In an earlier article, she mentioned the CMA in a very positive way but the overall tone of the coverage was rather critical. In addition, the negative headline above the picture of the CMA gave the reader a wrong first impression. We will maintain the communication with her.
<b>Ms. Claudia Hilmbauer</b> oe24.at	After KMS we supported Ms. Hilmbauer with high-resolution photos last months, we now followed up with her and proactively sent her additional information and story ideas about our area. She informed us that she will publish her planned article soon and we offered further support.
<b>Mr. Tom Noga</b> Freelance Journalist	We continued to be in contact with Mr. Noga after ITB Berlin 2018 and he gave us more information about his plans to complete a Florida round trip in November/December 2018. Hestill did not have exact travel dates but he still showed great interest for the Craft Beer Trail. We will maintain the communication in order to ensure that he will consider our destination during his trip.
<b>Mr. Urs Huebscher</b> IMAGINE / Prestige	We were in a continuous contact with Mr. Huebscher and we sent him additional information as well as high-resolution photos about SPC as requested. He informed us that he currently has all information that he requires and we agreed to stay in contact and to further assist him in the future.



<b>Mr. Awedis Cocyan</b> MediaUnit VerlagsgesmbH & Co KG	After we gave the journalist a destination presentation at ITB Berlin 2018, we now followed up with detailed information about our destination. We are awaiting his feedback and we will follow up with him.
<b>Mr. Philip Kanchana</b> blu media network GmbH	During our meeting at ITB Berlin 2018, Mr. Kanchana continue his plans to reasearch a story about LGBT hotspots in Florida in 2018. He did not have exact travel dates so far but we sent him detailed information and photos in the meantime. We will continue following up.
<b>Ms. Anke Hermeling</b> Alles fuer die Frau, Avanti, Closer et al.	Ms. Hermeling showed interest in completing a press trip to our area in the past (either individual or a group press fam trip). We now contacted her and send her detailed information about our area. We are awaiting her feedback.
<b>Ms. Judith Hoppe</b> Reise-Inspirationen	After Ms. Hoppe introduced her digital travel magazine we sent her detailed information about the St. Pete art scene (Art Walk) and Honeymoon Island and diving opportunities at the Veteran's ReefWe will continue following up with her.
<b>Ms. Elsa Honecker</b> Freelance journalist	After Ms. Honecker showed interested in completing a golf related press trip to our region (maybe along with a visit to Tampa), we now followed up with detailed information about golf courses in our area as well as general information and additional story ideas. We will maintain the communication with her.
<b>Mr. Axel Pinck</b> Freelance journalist	Mr. Pinck is the author of the DuMont travel guide about Florida, of which the next updated version will be published in 2018. Therefore, we further assisted him with additional information about our area and update about new tourism developments developments. We offered further support and we will maintain a close contact to him.
<b>Ms. Bea Swietczak</b> Freelance journalist	After we met with Ms. Swietczack at ITB Berlin 2018, we sent her detailed information on St. Pete's art scene (Dalí Museum, art walk etc.) as well as further story ideas. Ms. Swietczak expressed interest in a press fam trip to our area. She discussed a press fam to Florida with Visit Florida already in order to cover several regions in the state. Depending on her media assignments, we may prefer her attendance in a group press trip to SPC We will stay in contact with her to work on a potential press fam trip for her.





<p><b>Ms. Pia Hoffmann</b> Freelance journalist</p>	<p>We followed up on Ms. Hoffmann and her interest in a press trip to our area. In this regard, we sent her detailed information about St. Pete / Clearwater. She is generally looking for "unusual stories" and showed interest in SPC's combination of culture and beaches. We are awaiting her feedback and her information of editorial assignments that she can present.</p>
<p><b>Ms. Dagmar Gehm</b> Freelance journalist</p>	<p>KMS continued following up on Ms. Gehm, developed story ideas and offered further assistance. We will continue following up with her to generate positive media coverage for our destination in the future.</p>
<p><b>Mr. Michael Juhran</b> Freelance journalist</p>	<p>KMS continued following up on Mr. Juhran, developed story ideas and offered further assistance. We will continue following up with her to generate positive media coverage for our destination in the future.</p>
<p><b>Ms. Katharina Eppert</b> Rhein-Neckar-Zeitung</p>	<p>We followed up on Ms. Eppert and sent her detailed information regarding our beaches and culture institutions in our area, the craft brewery scene ("Gulp Coast") and festivals in SPC. She expressed her interest in a press fam trip to SPC in 2018 (group fam trip or an individual press trip). We asked her about editorial assignments that she wants to bring and we will follow up with her.</p>
<p><b>Ms. Karin Schmidt</b> DOLCE VITA MAGAZIN</p>	<p>After we met Ms. Schmidt at ITB Berlin 2018, she expressed her interest in an individual press trip to our destination at the end of 2018 or in 2019. We have worked with her on another assignment in the past, which resulted in amazing media coverage. Since she could not tell us the exact dates yet, we offered further support and we will maintain a close contact to her.</p>
<p><b>Media contacts that we met at ITB Berlin 2018 and IMM Germany 2018</b></p>	<p>KMS contacted all journalists that we met at ITB Berlin 2018 and the IMM Germany 2018. We offered our support and will continue following up with the media professionals in order to generate positive media coverage for our destination.</p>



#### 4. PUBLIC RELATIONS ACTIVITIES

- KMS continued the follow up on the journalists who attended the German group press fam trip in November 2017. Most of the participants had published their articles already, which resulted in a high media value in April 2018.
- KMS continued assisting the following journalists with their press fam requests for our destination: Isa Hoffinger (Freelance radio journalist), Harald and Sabine Braun (BARBARA Magazine), Peter Wahl (Global Angler Magazine) and Christian Ehrlich (TV-Show Elstners Reisen).
- KMS pro-actively contacted target media outlets and pitched story ideas in order to generate positive media coverage for SPC.
- KMS started preparations for the VSPC media promotion at a media event in Munich, Germany on June 6, 2018 that will be organized by Visit Florida. We continuously communicated with Visit Florida and VSPC regarding the presentation and materials to be used during the event.
- KMS contacted Lufthansa in order to request complimentary or discounted flights for our planned group press fam trip in fall 2018.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS published new posts on Facebook several times a week.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS monitored all VSPC media clippings that we received in April 2018 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
<p><b>Group FAM trip Germany</b> possibly November 12-18, 2018</p>	<p>KMS and VSPC agreed to arrange another group press fam trip for target German media outlets in November 2018. We contacted Lufthansa as a potential airline partner and received discounted flight rates for the dates of November 12 to November 18, 2018. We are holding 8 seats on this flight until June 30, 2018. The exact number of participants is still a subject of discussion.</p>
<p><b>Ms. Isa Hoffinger</b> Freelance radio journalist (May 1-4, 2018)</p>	<p>Ms. Hoffinger's Florida roundtrip will take place from May 1-4, 2018. KMS assisted VSPC with developing an itinerary for her. Ms. Hoffinger is interested in all kinds of activities and interviews with people that are nature related. We arranged a visit at Tampa Bay Watch, a See Through Canoe Tour, a visit of the CMA, to Honeymoon Island State Park and Caladesi Island State Park and a day at Tarpon Springs with the Sponge Divers for her.</p>
<p><b>Mr. Harald Braun &amp; Ms. Sabine Braun</b> BARBARA (June 3-5, 2018)</p>	<p>Mr. Braun writes for the German women's magazine BARBARA. He and his wife (who works as a photographer) will go on a Florida roundtrip in early June 2018 to research for a big special about Florida. They will stay in our region from June 3-5, 2018. VSPC arranged accommodation for them at the Hotel Zamora. We have started to plan their itinerary and they asked for the following arrangements:</p> <ul style="list-style-type: none"> <li>- Visit of the Dalí Museum</li> <li>- Lunch/Dinner at the Reading Room and interview with one of the team members</li> <li>- Having a drink at a hip bar</li> </ul> <p>In addition, they want to explore the beaches and the urban mural art scene themselves. We are in regular contact with them.</p>
<p><b>Mr. Peter Wahl &amp; Ms. Silvia Wahl</b> Global Angler (June 3-5, 2018)</p>	<p>Mr. and Ms. Wahl will be on a press fam trip in our area in June 2018. They will be in Florida on a VF roundtrip to research for their German fishing magazine Global Angler. We agreed to host them from June 3-5, 2018 and VSPC booked one of Alden Suites' Beach Bungalows for accommodation. We will set up their itinerary soon.</p>



## 5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.
- KMS communicated with the subcontracted mailing house company regarding their services for VSPC in the German speaking countries on a regular basis. In agreement with VSPC's Central Marketing Office, we switched the mailing house services to another vendor and informed VSPC during a conference call accordingly.

## 6. KEY PERFORMANCE INDICATORS ACHIEVED

<b>KPI</b>	<b>Target of 12 months (Oct. 2017 – Sep. 2018)</b>	<b>Amount Achieved in April 2018</b>	<b>Amount Achieved to date</b>	<b>KPIs Remaining</b>
News Releases	12	1	7	5
Newsletters	6	0	3	3
Media Calls	15 – 20 p.m.	10	146	34-94
Media Visits	10 – 15	0	16	0



7. APRIL 2018 MEDIA COVERAGE Generated

**Print**

	Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$
1	February 27, 2018	Sun & more	blu	German consumer magazine	KMS supported with information and high-resolution images	100200	5402
2	March 02, 2018	Stop holiday entertainment at the expense of dolphins	Berner Zeitung	Swiss daily newspaper	KMS individual press trip January 2018	94501	52310
3	March 05, 2018	Stop holiday entertainment at the expense of dolphins	Der Bund	Swiss daily newspaper	KMS individual press trip January 2018	38923	29789
4	March 11, 2018	In the Name of the Sun	SonntagsZeitung	Swiss weekly newspaper	KMS press release January 2018	168882	126718
5	March 22, 2018	West Coast of Florida	MITTE bitte!	German lifestyle magazine	KMS individual press trip December 2017	16800	9293



6	March 31, 2018	Sun, beach and Dalí	Frankfurter Neue Presse	German daily newspaper	KMS group press fam trip in November 2017	81517	137001
7	March 31, 2018	Sun, beach and Dalí	Frankfurter Rundschau	German daily newspaper	KMS group press fam trip in November 2017	74117	137001
8	April 15, 2018	The ultimate Florida roadtrip	GEO Saison	German monthly magazine	KMS supported with information and high-resolution images	70182	38400
9	April 26, 2018	In the Heart of the Sunshine State	SUPERillu	German weekly newspaper	KMS supported with information and high-resolution images	350000	106926
<b>Total Print</b>						<b>995,122</b>	<b>642,840</b>

<b>Online</b>							
	<b>Publication Date</b>	<b>Title</b>	<b>Media Title</b>	<b>Type of Media</b>	<b>Agency Assist</b>	<b>Circulation/Visit</b>	<b>Media Value in US-\$</b>
1	March 04, 2018	Raffle: Off to St. Pete/Florida	www.blu.fm	Online publication	KMS supported with information and high-resolution images	16700	37815



**ST.PETE  
CLEARWATER  
FLORIDA**

2	March 19, 2018	Save the date: Pier 60 Sugar Sand Festival, Clearwater Beach	www.floridasunmagazine.com	German travel website	KMS newsletter March 2018	17000	359
3	March 20, 2018	Florida: The most beautiful beach in the US can be found in St. Pete / Clearwater	www.canadareisen.at	Austrian travel website	KMS press release March 2018	15000	330
4	March 27, 2018	The most beautiful beach in the US can be found in St. Pete / Clearwater	www.frankfurt-live.com	German news website	KMS press release March 2018	80000	1768
5	March 29, 2018	Florida: Dalí/Duchamp exhibition with a playful side programme	www.canadareisen.at	Austrian travel website	KMS newsletter March 2018	15000	330
6	March 29, 2018	Florida: April 7, 2018 is National Beer Day	www.canadareisen.at	Austrian travel website	KMS newsletter March 2018	15000	330
7	March 29, 2018	Florida: The Pier 60 Sugar Sand Festival at Clearwater Beach	www.canadareisen.at	Austrian travel website	KMS newsletter March 2018	15000	330
8	March 30, 2018	News from St. Pete/ Clearwater	www.touristiknews.de	German travel news website	KMS newsletter March 2018	300000	6587
9	April 11, 2018	Investments, renovations and modernizations	www.inside-america.de	German travel website	KMS Newsletter March 2018	4000	87



10	April 11, 2018	Sandy Fun	www.inside-america.de	German travel website	KMS Newsletter March 2018	4000	87
11	April 11, 2018	More than just arts	www.inside-america.de	German travel website	KMS Newsletter March 2018	4000	87
12	April 15, 2018	These are the 15 most beautiful beaches in the world	www.msn.de	Daily internet publication	KMS supported with information	7400000	293789
13	April 16, 2018	Powdersand & Dolphins	www.schweizer-illustrierte.ch	Swiss weekly newspaper	Edelweiss FAM trip November 2017 / KMS supported with information before and after the trip	201458	50313
14	April 25, 2018	Exploring the Wild West in Florida	www.frankfurt-live.com	German news website	KMS Press Release March 2018	80000	1768
<b>Total Online</b>						<b>8,167,158</b>	<b>393,980</b>
<b>Total PRINT + ONLINE</b>						<b>9,162,280</b>	<b>1,036,820</b>





**7.1 Media coverage resulting from the German group FAM trip in November 2017**

	<b>Journalist name</b>	<b>Number of published articles so far</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	Christian Stein	11	393,342	198,482
2	Dr. Bernd Kregel	9	1,132,436	76,575
3	Petra Zottl	14	1,631,891	882,825
4	Antonio Seidemann	31	513,778	509,560
5	Patrick Schluetter	15	1,654,882	279,579
6	Dr. Dieter Sattler	6	171,316	114,311
7	Tilman Guenther	-	-	-
	<b>Total</b>	<b>86</b>	<b>5,497,645</b>	<b>1,602,728</b>

**8. TIME BILLING**

<b>Consultant</b>	<b>Hours</b>
Axel Kaus	26:15
Anna Schombera	73:00
<b>TOTAL</b>	<b>99:15</b>



## 9. MARKET UPDATE

### **BRIC ECONOMIES SHOW GROWTH IN GLOBAL OUTBOUND TOURISM SPENDING**

**Tourism spending is increasing globally, with the Chinese as the top spenders. Russia and Brazil made strong recovery last year, according to the latest UNWTO World Tourism Barometer.**

All top 25 source markets, comprising emerging and advanced economies, in the barometer showed higher spending on international tourism in 2017. The BRIC economies are a standout, with China cementing its leadership as the biggest spender in travel abroad in 2017 with US\$258 billion in expenditure. The other BRIC economies also substantially increased expenditure in 2017. India, another key emerging outbound market, continued its rise with nine per cent growth in spending to US\$18 billion, moving up four places in the ranking to 17th. Advanced markets also had robust performance in 2017, led by the US as the second largest outbound market spend US\$135 billion. Expenditure from Germany (the third largest market) and the UK (fourth) both increased three per cent, and France (fifth) saw a one per cent increase. Australia (sixth) reported seven per cent growth and Canada (seventh) a nine per cent increase.

(Source: [www.travelandtourworld.com](http://www.travelandtourworld.com))

### **SUSTAINABLE TOURISM IS NOW THE TOP PRIORITY FOR GLOBAL TOURISM**

Major cities like New York and Amsterdam, and UNESCO World Heritage sites like Machu Picchu, are often cited as examples regarding over tourism. Tourism experts now want the focus to shift to lesser known destinations. They are concerned about places like Honduras, Nicaragua and Cuba, where demand is growing beyond the pace of sustainable development.

More established tourism destinations, such as Egypt and Turkey, find it easier to recover from previous problems. Business in both was down significantly in 2016 but rebounded in 2017. Bookings were down due to political unrest and terrorism fears, but iconic destinations tend to



bounce back quickly from unrest. Sustainable tourism is now on the top list of world tourism agenda.

(Source: [www. travelandtourworld.com](http://www.travelandtourworld.com))

## **BRAND USA'S MARKETING EFFORTS INCREASE INTERNATIONAL VISITATION TO USA BY 5.4 MILLION**

Today, Brand USA, the destination marketing organization for the United States, presented to its board of directors the results of the return on investment (ROI) study conducted by Oxford Economics, which shows the significant contributions the organization has on international travel to the USA. Since Fiscal Year 2013 (FY2013) Brand USA's efforts are directly responsible for increasing international visitation by an incremental 5.4 million travelers who spent \$17.7 billion, generating a total economic impact of \$38.4 billion, and supported an average of 51,580 incremental jobs per year. Brand USA also provided initial results on the impact of its first film for IMAX® and giant screen theaters, "National Parks Adventure."

The new economic impact study shows that in Fiscal Year 2017 (FY2017), Brand USA's marketing campaigns generated 1.16 million incremental international visitors to the United States, with a total economic impact of \$8.5 billion, and supporting 54,212 incremental jobs.

The results equate to a marketing ROI of 29:1 based on Brand USA's marketing expenses of \$140 million and incremental international visitor spend of \$4.1 billion.

Also presented to the board of directors was preliminary field research on the impact of "National Parks Adventure." Conservative results show individuals who have viewed the film now plan to visit the USA in the next 12 months: 17 percent in Canada, 9 percent in Mexico, 4 percent in Asia, and 1 percent in Europe.

Brand USA is the public-private partnership responsible for promoting tourism globally to the United States. The effort is designed to fuel the United States' economy and spur job growth. Its formation marked the launch of the United States first nationally coordinated international tourism marketing effort.



The ROI study includes analysis of nine markets – Australia, Brazil, Canada, China, Germany, Japan, South Korea, Mexico, and the United Kingdom – where Brand USA fully executed consumer, trade outreach, and co-op programs.

“Travel and tourism is a significant contributor to the U.S. economy, and increasing international visitors to the United States provides new opportunities for growth within the industry. As tourism increases so does the need to service our guests, which drives job creation in all service sectors, including retail, restaurants, and transportation,” said Christopher L. Thompson, president and CEO of Brand USA.

Each year, Brand USA deploys a number of market-driven platforms and programs to increase inbound visitor travel to the United States and drive tourism dollars to communities in all 50 states, the five territories, and the District of Columbia. These ongoing programs promote the United States in its entirety, and add and create value for our partners, including the USA Campaign, cooperative marketing opportunities, trade outreach initiatives, and media/public relations strategies. Brand USA also collaborates with federal partners to communicate U.S. visa and entry policies and conduct joint promotional activities.

(Source: [www.travelwirenews.com](http://www.travelwirenews.com))

## 9.1 TOUR OPERATOR & AIRLINE NEWS

### **UNITED’S 2018 SUMMER SCHEDULE OFFERS CUSTOMERS MORE DESTINATIONS THAN EVER BEFORE**

**United Airlines (UAL) kicks off its 2018 summer seasonal travel schedule offering more options for customers from more than 100 North American cities to conveniently connect to Europe and Latin America with just one stop. United’s new offerings this summer include Iceland, Portugal, Scotland and Switzerland and the return of nonstop services between six of its U.S. hub cities and popular destinations in Germany, Greece, Ireland, Italy, Spain and Sweden.**

“This summer, United is offering customers more opportunities for international travel than any other U.S. airline,” said Patrick Quayle, United’s vice president of International Network.



“Customers now have more options to visit new destinations in Europe or to return to their favorite cities in Latin America and the Caribbean.”

### **Choose from 25 European destinations this summer**

In addition to offering customers new destinations, including Reykjavik, Iceland, and Porto, Portugal, United will be returning with seasonal service to 25 destinations, including Athens, Greece; Glasgow, Scotland; Madrid and Barcelona, Spain; Rome and Venice, Italy; Shannon, Ireland; and more.

This year, United has extended its trans-Atlantic summer route schedule from Chicago, San Francisco and Washington/Dulles, offering flights earlier in the season and operating through October. The airline’s daily seasonal service between Chicago and Edinburgh, Scotland, and between San Francisco and Munich, Germany, begins May 4 and ends October 26, and seasonal service between Chicago and Dublin and between Washington/Dulles and Lisbon, Portugal, started earlier this month and will end October 26.

### **Rediscover beautiful Caribbean Islands and Mexico**

United is also resuming service to many of the Caribbean destinations impacted by hurricanes last year, including St. Maarten and St. Thomas. Earlier this year, United reinstated daily service between New York/Newark and Aguadilla, Puerto Rico, and continues ramping up service to San Juan, Puerto Rico, where United offers up to twice-daily service from New York/Newark and up to daily service between San Juan and Chicago, Houston and Washington, D.C. United currently offers daily service between Washington, D.C., and St. Thomas.

Customers in Louisiana and Texas looking for another way to get to Cancun, Mexico, can choose United’s new weekend seasonal service from New Orleans and San Antonio beginning June 9.

### **Vacation shouldn’t end in the summer**

This fall, United will launch nonstop service between San Francisco and Pape’ete, the capital of Tahiti, the South Pacific’s gateway to more than 118 islands in French Polynesia, including Bora Bora, Moorea, the Marquesas and Raiatea.

United is the only U.S. carrier offering nonstop service to Tahiti from the mainland United States and will connect customers to the South Pacific’s white sand beaches, stunning turquoise lagoons, coral atolls and volcanic mountain peaks. Visitors to the islands experience a tropical



paradise with countless spaces to relax and reconnect in natural beauty and authentic French Polynesian island culture.

(Source: [www. travelandtourworld.com](http://www.travelandtourworld.com))

## **WINTER 2018/19 PROGRAMME - TUI EXPANDS LONG-HAUL FAMILY PACKAGES AS TURKEY SUMMER BOOKINGS SOAR**

**TUI Germany unveiled a dramatic 80% surge in Turkey bookings for this summer and presented more own-brand hotels and budget club resorts along with lower prices for next winter.**

The German market leader said Turkey is the clear winner among summer destinations this year as the troubled destination makes a strong comeback following two weak years. Bookings are up by 80% at present, leaving sales revenues almost twice as high as last year in absolute terms.

At the same time, demand is continuing to grow for the Balearic Islands and Greece (+13%), Egypt is again performing very strongly with a 52% increase and Tunisia is up by as much as 92%. Among long-haul destinations, Jamaica (+29%) and Thailand (+10%) are the main winners this year. TUI did not disclose any overall sales growth figure for summer 2018 ahead of next week's quarterly results.

Presenting the winter 2018/19 program in Hanover, Marek Andryszak, CEO of TUI Germany, said: "With the combination of new offers and services, exclusive hotel brands and concepts and a wide selection of attractively priced accommodation, we are ideally positioned to further expand our market leadership". TUI currently has about 29% of the German tour operator market, according to GfK figures.

TUI intends to grow in future not only with its core business of package holidays but above all with modular travel. "We are expanding our range of modules for flights, hotels, holiday apartments, cruises, rental cars and other additional services. Anyone in Germany who thinks of travelling should automatically think of TUI," Andryszak declared.

TUI, which claims to be Germany's largest provider of long-haul holidays with a 31% market share, is putting a strong focus on exotic holidays in its winter program.

Tourism director Stefan Baumert said long-haul packages will be 5% cheaper on average, mostly due to the cheaper US dollar, including a 10% price drop for the Dominican Republic. He expects an upturn in US bookings, which are "slightly down" at present, due to lower prices next winter.



The winter 2018/19 program focuses on expansion of long-haul holidays for families, more German-language children's clubs, more own-brand hotels and new budget club resorts. Hotel openings include several new RIU hotels (Mexico, Zanzibar, Jamaica) and six more Best Family properties in the Canary Islands, Austria and Germany.

In addition, TUI will offer Suneo three-star budget club resorts targeted mostly at younger holidaymakers, couples and families with modern design, all-inclusive deals and plenty of sports and entertainment. In addition to the 10 existing properties, two new resorts will open next winter in Egypt (Marsa Alam and Soma Bay) along with one club each on Gran Canaria and Lanzarote.

TUI will also incorporate the portfolio of budget brand 1-2-Fly, which will be discontinued at the end of this summer, into its main program from winter 2018/19 onwards.

(Source: [www.fvw.com](http://www.fvw.com))

## 9.2 GERMANY ECONOMY NEWS

### **GERMAN ECONOMY 'SOFTENED' AT START TO YEAR**

FRANKFURT--Germany's economic upswing "softened a little" at the start of the year, as industrial turnover slipped slightly and business executives scaled back their buoyant expectations, the economics ministry said.

In its April monthly report, the ministry did not provide a growth forecast for the first quarter, but said that Germany's economy continues to follow a "solid" growth path. Capacity utilization--to what extent production facilities are being exploited--is "clearly above" average, it said. The latest soft patch "does not signal an end to the upswing," the ministry said, but cautioned that the current trade disputes are clouding the outlook. Burgeoning trade conflict and the euro's appreciation have also weighed on manufacturers' export expectations, it said.

(Source: [www.marketwatch.com](http://www.marketwatch.com))



**ST.PETE  
CLEARWATER  
FLORIDA**

## Contact

If you have any questions regarding this report, please do not hesitate to contact us.

## Kaus Media Services

**Sophienstrasse 6  
30159 Hannover  
Germany**

**Tel.** +49 (0)511 899 890-0  
**Fax** +49 (0)511 899 890-69  
**Web** [www.kaus.net](http://www.kaus.net)  
**E-Mail** [info@kaus.net](mailto:info@kaus.net)



# ROOSTER<sup>PR</sup>

GLOBAL BRAND COMMUNICATORS

<b>REPORT</b>	PR Activity Report
<b>CLIENT</b>	Visit St. Pete/Clearwater
<b>MONTH</b>	April 2018

**Waterloo House, 207 Waterloo Road, London SE1 8XD**

**T:** +44 (0)20 3440 8930 | **E:** info@rooster.co.uk | **W:** rooster.co.uk | **F:** +44 (0)20 3440 8936

## Key Performance Indicators

KPI	Target over 12 months (Jan 2018 – Dec 2018)	Amount Achieved in April 2018	Amount Achieved to date	KPI's Remaining
Press releases	15	0	3	12
Media visits	10	0	1	9
Media briefings	25	1	25	0
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 3 Tabloid: 0 Regional: 0 Trade/B2B: 1 Consumer: 4 Online: 2 Broadcast: 0 Blogs: 0	Broadsheet: 3 Tabloid: 0 Regional: 0 Trade/B2B: 1 Consumer: 8 Online: 7 Broadcast: 0 Blogs: 0	Broadsheet: 7 Tabloid: 12 Regional: 14 Trade/B2B: 7 Consumer: 8 Online: 7 Broadcast: 1 Blogs: 8

## Coverage

### Destination

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Trade	01/04/2018	Selling Travel	n/a	Natural Florida	14,925
Consumer	06/04/2018	Escapismmagazine.com	Tom Powell	<a href="#">Best Alternative America Sights</a>	124,110
Online	10/04/2018	Thenationalstudent.com	Caitlin Clarke	<a href="#">7 things to do in Clearwater</a>	200,000
Consumer	12/04/2018	Divamag.co.uk	n/a	<a href="#">10 things you should probably know about Florida's biggest Pride</a>	50,000
Consumer	12/04/2018	Escapism email bulletin	n/a	<a href="#">Best Alternative America Sights</a>	n/a
Consumer	20/04/2018	Saltwater Boat Angling	Jim Whippy	Gulf Coast, Florida	15,000
Online	24/04/2018	Attraction-tickets-direct.co.uk	Veness'	<a href="#">8 Reasons to say "Yes" to Clearwater Beach</a>	82,680
Broadsheet	24/04/2018	Telegraph.co.uk	Veness'	<a href="#">Hyatt Regency Beach and Spa Resort, Clearwater</a>	24,886,000
Broadsheet	24/04/2018	Telegraph.co.uk	Veness'	<a href="#">TradeWinds Island Resort</a>	24,886,000
Broadsheet	24/04/2018	Telegraph.co.uk	Veness'	<a href="#">Don CeSar Hotel</a>	24,886,000


# Coverage highlights

The Telegraph **Travel Destinations**

Destinations Hotels Offers Holiday types City Beach Tours Cruise Ski Family Advice LuxuryMore

Search...

Travel Destinations North America United States Florida St Pete Beach Hotels



**The Don CeSar Hotel**  
St Pete Beach, Florida, United States

Check availability

Rooms from **£235** per night

8/10 Telegraph expert rating

"Dubbed the 'Pink Palace', this Barbie-ised jewel on the beach has all the old-world charm and sophistication of its prosperous Roaring Twenties past. It attracts movers and shakers, couples, families on a weekend break or summer holiday and honeymooners, with its sophisticated blend of high style and amenities."

Check availability

Rate provided by Booking.com

*Whippy Afloat*

Jim continues his tour along the gulf coast of Florida, this time with club mate Phil Taylor

Return to John's Pass

Half day



26. Saltwater Boat Angling

**DIVA**

NEWS CELEBS SCREEN VIEWS BOOKS DATING CULTURE LIVES

10 things you should probably know about Florida's biggest Pride

250,000 people are expected to attend this year's St. Pete Pride festival

BY ST. PETE PRIDE

Published: 2018/04/12 09:37 AM




ST PETS PRIDE

The Telegraph **Travel Destinations**

Destinations Hotels Offers Holiday types City Beach Tours Cruise Ski Family Advice LuxuryMore

Search...

Travel Destinations North America United States Florida St Pete Beach Hotels



**TradeWinds Island Grand Resort**  
St Pete Beach, Florida, United States

Check availability

Rooms from **£176** per night

8/10 Telegraph expert rating

"A 20-acre seaside playground with extensive children's facilities and enough activities to keep even the most boisterous of kids happy, but there is plenty for mum and dad to enjoy, too. Guests can also take advantage of the many facilities at the tropical-cool Guy Harvey Outpost resort, just "200 flip-flops" away."

Check availability


Rate provided by Booking.com

Attraction Tickets

What are you looking for?

Special Offers Attractions NEW! Disney Hotels & FREE Dining About Us Orlando

8 Reasons To Say "YES!" to Clearwater Beach



By ATD's Florida Experts, Susan and Simon Vianca

Clearwater Beach: The most obvious draw of Clearwater Beach... the strip of sand connected to the city of Clearwater by a long causeway... of course, the beach. With white sand stretching out in both directions and the warm, clear-blue sea of the Gulf of Mexico, the beaches here are world-class. In fact, we ranked three beaches in Clearwater and nearby St. Pete the "Best in Florida" in a recent Top Beaches feature. Along with Clearwater Beach, the absolute tranquility of North Beach at Fort De Soto and the vibrant gem of Pass-A-Lena beach are well worth a day away during your Orlando holiday.

TheNationalStudent

7 things to do by the beachside in Clearwater, Florida

Callin Clark at School of Oriental & African Studies  
10th April 2018

Share This Article:

Clearwater Beach was recently named the No. 1 beach in the USA, fighting off its close competitors in Miami.




escapism

TRAVEL BOOKS GEAR HOME HEALTH MAKEUP

Best alternative American sights for 2018

Already seen the States' main sights and want to check out something new? Try these. Here are some of America's best under-the-radar attractions for 2018

YOU'VE BEEN TO MIAMI BEACH AND WALT DISNEY WORLD ORLANDO, NOW VISIT ST PETE/CLEARWATER




St Pete Beach and Clearwater on Florida's west coast provide a tonic to the beach Miami Beach

The Telegraph **Travel Destinations**

Destinations Hotels Offers Holiday types City Beach Tours Cruise Ski Family Advice LuxuryMore

Search...

Travel Destinations North America United States Florida Clearwater Beach Hotels



**Hyatt Regency Clearwater Beach Resort and Spa**  
Clearwater Beach, Florida, United States

Check availability

Rooms from **£208** per night

8/10 Telegraph expert rating

"A stylish - and immensely spacious - all-suite hotel in the heart of lively Clearwater Beach, with a strong self-catering component. Excellent dining goes with exceptional views, and there are plenty of comfortable, quiet areas to relax and soak up the sun. This is ideal for stays of two weeks, or longer."

Check availability

Rate provided by Booking.com

## Activity

### Key Pitches

Journalist/blogger	Outlet	Topic
Janes Anderson	Prima	Holiday Like A Queen
Samantha Williams	Florida Friday	Weddings and Honeymoons

### Activity

- Rooster liaised with Gosh PR on Visit Florida influencer trip (Oli White), finalising details on the itinerary and sharing with Oli's agent
  - Rooster followed up with Oli's agent and Visit Florida regarding social posts and content from Oli
  - Rooster reviewed vlogs from Oli's trip and shared feedback with VSPC before selecting two for campaign
- Rooster liaised with Visit Florida and VSPC on itinerary for Twins That Travel influencer trip
- Rooster liaised with Visit Florida and VSPC on accommodation options for Wanderlust Chloe and An Adventurous World
- Rooster continued to liaise with IcelandAir re Manchester Evening News trip; trip to be pushed back to August
- Rooster continued to liaise with Gaydio and Diva for Pride features, co-ordinating content with VSPC
- Rooster continued to develop ideas and plan for Boardmasters
  - Rooster researched potential influencers to collaborate with; agreed with client to approach Wanderlust Chloe for activity
  - Rooster contacted select media outlets to run competitions to win tickets to Boardmasters with VSPC
  - Rooster coordinated branded VSPC sun cream for Boardmasters bag drops
  - Rooster shared details of videographers to work with for festival
  - Rooster confirmed social media support for festival
- Rooster liaised with CMA for Brides Abroad Q&A feature and received additional imagery
- Rooster liaised with Surinder Manku and VSPC regarding the Irish TV programme Irish AM and support for filming in destination
- Rooster sourced a supplier to print destination maps for media meetings; VSPC to confirm preferred size so Rooster can order

### **Media Liaison**

- Rooster met with influencer Jamie Rockers, Beauty Rocks, to discuss destination and potential trip
- Rooster continued to liaise with Brides Abroad re questionnaire for underwater wedding
- Rooster continued to liaise with Caroline Dawson, Gaydio, for advertising support around Pride 2018
- Rooster finalised and shared listicle with DIVA magazine for St. Pete Pride 2018
- Rooster liaised with influencer Chloe Gunning, Wanderlust Chloe, to discuss collaboration for Boardmasters
- Rooster continued to liaise with client regarding trip support for Observer Magazine

### **Media Trips**

- Rooster pitched idea of family trip to destination to Katy Wheeler, Sunderland Echo
- Rooster pitched press trip to Laura Hills, OK! Magazine
- Rooster liaised with client and hotel partners and finalised details for Twins That Travel trip, taking place in May
- Rooster liaised with client and hotel partners for Wanderlust Chloe and An Adventurous World trip, taking place in May

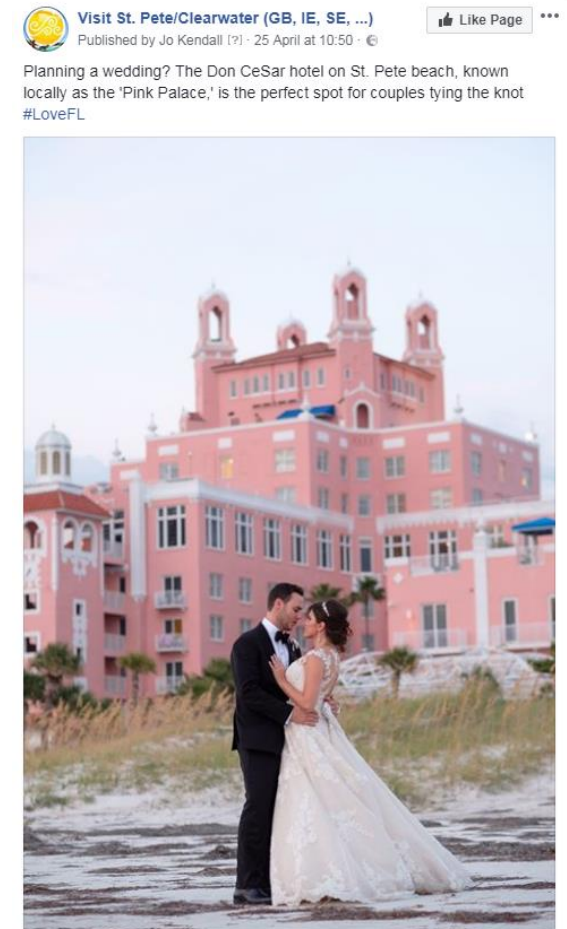
### **Press Releases**

- Rooster finalised St. Pete/Clearwater top dishes press release and sent to client for feedback

## Social

### Facebook

- Facebook activity continued through April with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Total page likes (UK) increased from **6,305** to **6,638** an increase of **333**
- Total engagement (clicks) rate: **47**
- Total reach of our posts: **1,931**
- Total impressions including shares/likes/news feed placement: **2,648**
- The most popular post was the Don CeSar 'planning a wedding' post. The post received **15 likes**, **2 comments** and **1 share**, leading to a reach of **762**. There were **25** clicks on the post (right).



## Forthcoming activity and priorities

### **Activity**

- Rooster to finalise trip itinerary for Wanderlust Chloe and An Adventurous World
- Rooster to continue pitching new VSPC openings for 2018
- Rooster to begin making plans for end of summer Group Press Trip
- Nick Wheywell, Head of Rooster Digital, to continue liaising with VSPC about paid social media activity
- Rooster to continue supporting Boardmasters activity and finalise ticket giveaway function, social media promotion and influencer support

### **Press Trips**

- Visit Florida influencer campaign – monitor Oli White social media promotion
- Visit Florida influencer campaign – monitor Twins That Travel social media promotion
- Visit Florida influencer campaign – monitor Wanderlust Chloe and An Adventurous World social media promotion
- Ongoing monitoring of requests for press trip support/blogger requests
- Draft itineraries and contact partners regarding individual and group trip itineraries
- Ongoing discussions with IcelandAir and Visit Tampa Bay regarding individual trips for regional publications on Tampa route
- Preparing press trips for Summer 2018 features
- Rooster to arrange group press trip for October 2018
- Irish TV programme Irish AM and support for filming in destination – taking place in May

### **Press Release/Pitches**

- VSPC to approve top 10 dishes release and Rooster to distribute to media
- Rooster to continue pitching VSPC according to 2018 UK travel trade forward features



## Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

**James Brooke**, Managing Director

**Stuart Fyfe**, Senior Account Director

**Nick Wheywell**, Head of Digital

**Katie Raby**, Senior Account Manager

**Jo Kendall**, Senior Account Executive

E: [TeamVSPC@rooster.co.uk](mailto:TeamVSPC@rooster.co.uk)

T: +44 (0)20 3440 8930

W: [www.rooster.co.uk](http://www.rooster.co.uk)

Tw: @RoosterPR



**Memo**

**To:** David Downing; Leroy Bridges; Mackenzie Monteiro  
**From:** NJF  
**Date:** May 4, 2018  
**Subject:** Account Activity April 2018

We are pleased to provide highlights of public relations activities undertaken by NJF during the month of April 2018.

**MEDIA PLACEMENTS**

Outlet	Journalist	Topic	Reach	Date
CNTraveler.com	Paul Rubio	Best Beaches in Florida	5,348,110	4/4/18
PopSugar.com	Rachel Krantz	Father's Day Getaways	29,000,000	4/10/18
Hyperallergic.com	Tiernan Morgan	Art Movements & News	691,723	4/13/18
ChicagoTribune.com	Phil Marty	Feature on The James Museum	30,900,000	4/16/18
APNews.com	Tamara Lush	Feature on The James Museum	16,200,000	4/17/18
NYTimes.com	Tamara Lush	Feature on The James Museum	29,886,442	4/17/18
WashingtonPost.com	Tamara Lush	Feature on The James Museum	43,925,810	4/17/18
USNews.com	Tamara Lush	Feature on The James Museum	49,700,000	4/17/18
MiamiHerald.com	Tamara Lush	Feature on The James Museum	21,000,000	4/17/18
ABCNews.go.com	Tamara Lush	Feature on The James Museum	24,167,779	4/17/18
LATimes.com	Tamara Lush	Feature on The James Museum	23,904,510	4/17/18
MySunCoast.com	Tamara Lush	Feature on The James Museum	460,400	4/17/18
Tucson.com	Tamara Lush	Feature on The James Museum	1,400,000	4/17/18
DailyAmerican.com	Tamara Lush	Feature on The James Museum	133,900	4/17/18
StarTribune.com	Tamara Lush	Feature on The James Museum	11,900,000	4/17/18
Kansas.com	Tamara Lush	Feature on The James Museum	2,000,000	4/17/18
BeaumontEnterprise.com	Tamara Lush	Feature on The James Museum	464,600	4/17/18
HeraldOnline.com	Tamara Lush	Feature on The James Museum	538,100	4/17/18
KansasCity.com	Tamara Lush	Feature on The James Museum	5,900,000	4/17/18
FresnoBee.com	Tamara Lush	Feature on The James Museum	1107393	4/17/18
WashingtonTimes.com	Tamara Lush	Feature on The James Museum	10,831,468	4/17/18
TheNewsTribune.com	Tamara Lush	Feature on The James Museum	1,800,000	4/17/18
LFPress.com	Tamara Lush	Feature on The James Museum	435,999	4/17/18
TimesUnion.com	Tamara Lush	Feature on The James Museum	1,499,162	4/17/18

SantaMariaTimes.com	Tamara Lush	Feature on The James Museum	238,900	4/17/18
RapidCityJournal.com	Tamara Lush	Feature on The James Museum	628,700	4/17/18
PostStar.com	Tamara Lush	Feature on The James Museum	549,900	4/17/18
WTOP.com	Tamara Lush	Feature on The James Museum	7,100,000	4/17/18
SunSentinel.com	Tamara Lush	Feature on The James Museum	7,400,000	4/17/18
StamfordAdvocate.com	Tamara Lush	Feature on The James Museum	429,500	4/17/18
IdahoStatesman.com	Tamara Lush	Feature on The James Museum	1,300,000	4/17/18
JournalTimes.com	Tamara Lush	Feature on The James Museum	675,500	4/17/18
LasVegasSun.com	Tamara Lush	Feature on The James Museum	1,400,000	4/17/18
News-Herald.com	Tamara Lush	Feature on The James Museum	458,700	4/17/18
TravelChannel.com	Rachel Paley	Top Underrated Destinations	9,422,136	4/20/18
Thrillist.com	Matt Meltzer	Underrated American Beaches	16,800,000	4/26/18

## UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Reach	Run Date
<i>Preferred Travel</i>	Terry Ward	Top Spas in the U.S.	120,000	Spring
<i>Today's Bride (Canada)</i>	Amy Bielby	Feature on Clearwater Beach	100,000	Spring/Summer
<i>Family Traveller</i>	Hannah Freedman	Destination Feature	100,00	Summer/Fall
<i>PaperCity</i>	James Brock	Destination Feature	80,592	TBD
<i>The Dallas Morning News</i>	Katherine Rodeghier	St. Pete's "Renaissance"	295,251	TBD
<i>The Boston Globe</i>	Pam Wright	Feature on Central Arts District	323,396	TBD
PhillyVoice.com	Ed Condran	Feature on St. Pete	1,626,222	TBD

## MEDIA VISITS & PRESS TRIPS

- Caroline Bramlett, Influencer at **@lcbstyle** – April 8-12
- Kelli Acciaro, Freelance (**Domino, Brides, PureWow.com, Brit.co**) – April 29-May 1
- David Duran, Freelance (**IntoMore.com**) – May 1-5
- Paul Rubio, Freelance (**Condé Nast Traveler, Coastal Living, Departures**) – TBD
- Carrie Bell, Freelance (**Refinery29.com, Bridal Guide, PopSugar.com**) – TBD
- Vivian Holley, Editor of **Southern Seasons** – TBD

## PITCHING AND OUTREACH

- NJF invited top-tier media to meet with Mackenzie Monteiro in New York City on April 24 and 25 while she was in town for the Visit Florida Media Reception.
  - Confirmed appointments included:
    - **Architectural Digest**, Carly Olsen (Editorial Assistant)
    - **Essence**, Tanya Christian (Lifestyle Editor)
    - **InsideHook.com**, Alex Lauer (Associate Editor)
  - NJF is continuing to follow up to ensure the destination is top-of-mind.
- NJF invited Chicago-based regional media to attend a taping of NPR's "Wait Wait... Don't Tell Me" on April 19<sup>th</sup> on behalf of the destination.
  - Confirmed attendees included:
    - Andrea Guthmann, Freelance (**TravelingMom.com, Chicago Parent**)
    - Nicole Schnitzler, Freelance (**TastingTable.com, Robb Report, Eater.com**)
  - Interested attendees included:

- Jamie Bartosch, Freelance (**TravelingMom.com**)
  - Kathy Rodeghier, Freelance (**Chicago Tribune, Global Traveler, The Dallas Morning News**)
  - Lori Rackl, Travel Editor at **Chicago Tribune**
  - Nina Hahn, Editor at **Chicago Magazine**
- Pitched the opening of The James Museum of Western & Wildlife Art to short-lead art/culture, travel, and lifestyle outlets including (but not limited to):
  - **AP.com**
  - **ArchitecturalDigest.com**
  - **Domino.com**
  - **TravelandLeisure.com**
  - **USA Today**
- Pitched the destination in a roundup of the best places for a bachelor/bachelorette getaway to short-lead travel and lifestyle outlets including (but not limited to)
  - **Brides.com**
  - **Brit.co**
  - **PopSugar.com**
  - **Thrillist.com**
  - **TownandCountry.com**
- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
  - **Austin Monthly**, Madeline Hollern – Fall Travel News
  - **Coastal Living**, Robert Curley – Best Beaches to Visit This Summer
  - **FamilyVacationCritic.com**, Cynthia Drake – Up-and-Coming Family Destinations
  - **FamilyVacationCritic.com**, Judy Koutsky – Animal Encounters for Families
  - **Insider.com**, Chelsea Davis – Under-the-Radar Beaches
  - **MensFitness.com**, Erin Alexander – Upcoming Travel Features
  - **New York Post**, Addie Sands – Underrated Florida Cities

## MISCELLANEOUS

- NJF shared recommendations to encourage voting for both St. Pete and Clearwater in the *Conde Nast Traveler's* "Readers' Choice Awards."
- NJF provided a comprehensive briefing book and staffed a media tour for Mackenzie Monteiro in New York City.
- NJF provided media recommendations for the upcoming IPW Marketplace in Denver.
- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:
  - Hotel Development
  - Art & Culture Updates
  - Upcoming Museum Openings & Exhibits
  - New Restaurant/Bar Updates