



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 31 January 2017
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**KAUS
MEDIA
SERVICES**



Marketing
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Consulting



**ST.PETE
CLEARWATER
FLORIDA**

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS drafted a press release with the title "St. Pete defends its title as Florida's unofficial cultural capital". We distributed the news release to a large number of media contacts in Germany, Austria and Switzerland.
- KMS drafted a newsletter including five topics and distributed it to a large number of media contacts in Germany, Austria and Switzerland.
- KMS continued preparations for ITB Berlin 2017 and scheduled media appointments with targeted media outlets for VSPC. We also made travel arrangements for the show and started updating all our press materials.
- KMS continued preparations for our St. Petersburg / Clearwater media promotion at the TravMedia International Media Marketplace in Berlin on March 7, 2017 and confirmed hotel reservations for the VSPC delegation.
- After approval from VSPC, KMS continued preparations for the social media project "Praktikum deines Lebens" ("internship of your life") that is promoted by "Urlaubsguru", one of the largest travel social media platforms in the German speaking countries.
- After we participated in the Visit USA Committee Germany's media event in Munich in December 2016, we continued following up on all media and promoted St. Petersburg / Clearwater to a large number of travel journalists.
- KMS followed up on the press trip of Dr. Martin Wein, who visited our area in January 2017.
- After approval from VSPC, KMS started preparations for the requested press trip of Ms. Susanne Schaeffer of AZUR Kreuzfahrtmagazin (April 2017).
- KMS continued liaising with the management of the actor Anja Kling, who is interested in visiting our area in October 2017.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in January 2017 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following news release:

“St. Pete defends its title as Florida’s unofficial cultural capital”

KMS also distributed the press release via TravMedia in the German speaking countries and provided photos and a video to the media via Dropbox.

2.2 NEWSLETTER

KMS drafted and distributed a newsletter for VSPC that included the following topics:

- Opening of Wyndham Grand at Clearwater Beach
- Wine Weekend and A night at the Brewseum
- Best romantic restaurants for Valentine’s Day
- St. Pete helps animals in danger
- Treasure Island

3. MEDIA RELATIONS AND MEDIA LIAISON

| | |
|--|--|
| <p>Mr. Gerald W. Huft ICJ mice magazine</p> | <p>KMS continued the liaison with Mr. Huft to inform him about new tourism developments in St. Pete/Clearwater. In addition, we sent him our latest press releases and newsletters. He is especially interested in hotels and locations suitable for the MICE industry. In addition, he is also interested in a press fam trip to our area. We scheduled an appointment at ITB Berlin with Mr. Huft.</p> |
| <p>Ms. Gabriella Muehlbauer www.justdeluxe.at et al.</p> | <p>KMS supported the journalist with high resolution photos after we distributed the press release on wedding locations and the press release on cultural highlights in St. Pete. As a result, she published both press releases on her websites. In addition, we also prescheduled an appointment with Ms. Muehlbauer at ITB Berlin 2017.</p> |



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| Ms. Linda Ruckes Reisen EXCLUSIV | KMS supported Ms. Ruckes with the requested high resolution photos as well as information about their copyrights after she had received our press release about wedding locations in St. Pete. As a result, we received two articles that she published in her online magazine and added them to this month's media clipping report. |
| Mr. Rainer Wilken Inside America Magazin | KMS continued the liaison with Mr. Wilken who publishes news about St.Pete/Clearwater on a regular basis. We proactively sent him our latest press releases and high resolution photos that he published in January. We added the article to this month's media clipping report. |
| Mr. Manuel Kalleder VISIT Florida | Mr. Kalleder searched for information on outdoor activities in St. Pete/Clearwater. KMS supported him with media information and high resolution photos, especially about watersport activities, biking and kayaking opportunities in our area. |
| Ms. Eva-Luise Schwarz Foodizm/foodizm.de | KMS liaised with Ms. Schwarz, who was interested in information about trips and hotels for the next issue of the culinary magazine Foodizm. Besides the magazine, she has successfully launched the website www.foodizm.de and corresponding social media channels. We supported her with the requested information and high resolution photos. We will continue following up with her. |
| Mr. Patrick Doerig www.infoticker.ch | KMS stayed in contact with Mr. Doerig, who continuously publishes press releases about St. Pete on his news website. He accidentally illustrated the press release on cultural highlights in St. Pete with a wrong photo, which we immediately corrected. Therefore, he published a second article that we added to this month's media clipping report. |
| Ms. Karin Ochenbauer amerikareisen.at/canadareisen.at | KMS stayed in contact with Ms. Ochenbauer, who publishes press releases about St. Pete on her travel websites on a regular basis. In January 2017, we received one media clippings from her that we added to the clipping section of this report. |



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| Ms. Claudia Hilmbauer Reiselust | KMS supported Ms. Hilmbauer with the requested high resolution photos after we sent her our January 2017 press release. We will continue following up with her to secure positive media coverage for our area in the future. |
| Mr. Jochen Muessig Touristik aktuell | Mr. Muessig requested high resolution photos about The Dalí Museum, the DonCesar Hotel, beautiful beaches and people shots in St. Pete/Clearwater. We immediately sent him the requested photos and suggested a meeting at ITB Berlin 2017. Unfortunately, he was not able to confirm the appointment but we will stay in contact with him for future SPC stories. |
| Ms. Ida Kretzschmar Lausitzer Rundschau | KMS proactively contacted Ms. Kretzschmar, pitched SPC story ideas and requested an appointment with her at ITB 2017. She was interested in an appointment, but unfortunately, she was not able to confirm a meeting. We will follow up with her after ITB. |
| Mr. Georg Baumann Rute & Rolle | KMS liaised with the journalist, pitched SPC story ideas and requested an appointment with him at ITB 2017. He was very interested in our destination and confirmed a meeting with us. |
| Ms. Susanne Schaeffer AZUR Kreuzfahrtmagazin | KMS liaised with Ms. Schaeffer, who was interested in a press trip to our area before boarding a cruise ship from Tampa in April 2017. In order to discuss details for her trip, we confirmed an appointment with her at ITB Berlin 2017. |
| Ms. Ingrid Lundberg-Piper RND RedaktionsNetzwerk | RND publishes many newspapers and periodicals all over the country. Therefore, KMS proactively contacted Ms. Lundberg-Piper and requested an appointment with her at ITB Berlin 2017. She was very interested in our destination and confirmed an appointment with us. |
| Mr. Stefan Klug Maerkischer Markt/Maerkischer Sonntag | KMS proactively contacted Mr. Klug and requested an appointment with him at ITB 2017 that he confirmed. |



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| Mr. Eike Knall Radio Antenne Frankfurt | KMS is trying to work on another radio promotion with Eike after we completed such a promotion a few years ago. Therefore, we proactively contacted him and confirmed an appointment with him at ITB Berlin 2017. |
| Ms. Ulrike Wirtz Freelance journalist | KMS proactively contacted Ms. Wirtz and pitched SPC story ideas. Since she showed a very strong interest in our destination, we asked her for an appointment at ITB Berlin 2017. Her answer is pending. |
| Ms. Katharina Gering Prestige Media International AG | Prestige Media is a Swiss publishing house that publishes several high-end magazines. KMS proactively contacted Ms. Gering and requested an appointment with her at ITB Berlin 2017. She confirmed the appointment. |
| Ms. Britta Winkgens/ Mr. Holger Jacobs fww Magazin | KMS proactively contacted Ms. Winkgens, who works for Germany's largest travel trade magazine, and updated her about all new tourism developments in our area. We also requested an appointment with her at ITB Berlin 2017. She kindly forwarded our request to her colleague Holger Jacobs. As a result, we scheduled an appointment with Holger at ITB Berlin 2017. |
| Ms. Jennifer Doernen Motorradnews | KMS proactively contacted Ms. Doernen, pitched SPC story ideas and requested an appointment with her at ITB 2017. She was interested, but not sure whether she would be available for an appointment since she is in charge of her company's booth at ITB. We will stay in contact with her and see if there is an opportunity to schedule an appointment with her at the show. |
| Mr. Ulrich Krumstroh Freelance journalist | KMS proactively contacted Mr. Krumstroh and requested an appointment with him at ITB 2017 that he confirmed. He mentioned that he is interested in visiting our area in 2017 or 2018. |
| Mr. Wieland Scharf Blue planet tv production | Mr. Scharf expressed his interest in a meeting with us at ITB Berlin 2017 in order to discuss opportunities for a travel TV production in SPC. We scheduled an appointment with him to see what the conditions for such a cooperation are. |



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| <p>Ms. Sylvia Nause-Meier TV hoeren und sehen/tv14</p> | <p>KMS proactively contacted Ms. Nause-Meier and requested an appointment with her at ITB Berlin 2017. She was very interested in our destination but unfortunately, but she will not attend the show due to her vacation plans at the same time. We agreed to keep her updated on all future news about our area.</p> |
| <p>Ms. Caroline Kaltenreiner Kurier</p> | <p>Kurier is one of the leading Austrian newspapers. KMS proactively contacted Ms. Kaltenreiner and requested an appointment with her at ITB Berlin 2017. She was very interested in our destination but will not attend the show this year. Therefore, we will continue following up with her after ITB Berlin.</p> |
| <p>Ms. Annette Postel IN Verlag</p> | <p>KMS proactively contacted Ms. Postel and requested an appointment with her at ITB Berlin 2017. Unfortunately, she will not attend the show but she was very interested in our area. Therefore, we will maintain the contact with her and we will adequately follow up with her after ITB Berlin 2017.</p> |

4. PUBLIC RELATIONS ACTIVITIES

- After approval from VSPC, KMS continued preparations of the social media project "Praktikum deines Lebens" ("internship of your life") that will be promoted by "Urlaubsguru", one of the largest travel social media platforms in the German speaking countries.
- KMS continued preparations for ITB Berlin 2017 and scheduled media appointments with targeted media outlets for VSPC. We also made travel arrangements for the show and started updating all our press materials.
- KMS continued preparations for our St. Petersburg / Clearwater media promotion at the TravMedia International Media Marketplace in Berlin on March 7, 2017 and confirmed hotel reservations for the VSPC delegation.
- After we participated in the Visit USA Committee Germany's media event in Munich in December 2016, we continued following up on all media and promoted St. Petersburg / Clearwater to a large number of travel journalists.
- KMS continued uploading postings and photos on VSPC's German facebook page several times per week.
- KMS supported several media professionals with high-resolution photos, specific information on our area and our German VSPC press kit.



4. PUBLIC RELATIONS ACTIVITIES (cont.)

- KMS evaluated and categorized all media clippings on VSPC that we received from the media monitoring service.
- KMS monitored all VSPC media clippings that we received in January 2017 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.

4.1 FAM TRIPS

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|--|---|
| Mr. Daniel Frick Urlaubsguru.at | KMS continued the liaison with Daniel Frick from Urlaubsguru.at, who organizes a worldwide trip for intern Marino, a young editor. Marino will publish articles and videos on urlaubsguru.at and on different social media platforms while travelling the world. VSPC will support him with accommodations and activities for five days. The flights will be paid by urlaubsguru.at. Mr. Frick suggested May 14-19 as the dates of his visit. We forwarded the suggestion to VSPC and we are awaiting further instructions. |
| Dr. Martin Wein Freelance Journalist January 5-7, 2017 | Dr. Wein was on a Florida roundtrip in January 2017 and visited our area from January 5 – 7. He visited Tarpon Springs, Clearwater Beach, The Dalí and Fort de Soto Park. We followed up with him after his press trip and offered further assistance with his expected media coverage about our destination. |
| Mr. Ingo Hagemann Pics Reports | Mr. Hagemann wants to feature a story about his client, the German actress Anja Kling, who is interested in a trip to St. Pete/Clearwater. He asks for support for flight tickets for Anja Kling, her two children, a journalist and photographer. We forwarded the request to VSPC and we received positive feedback. We will clarify all requirements with Ms. Kling's agent in order to proceed with the preparation of her trip. |
| Ms. Susanne Schaeffer AZUR Kreuzfahrtmagazin April 2017 | Ms. Schaeffer plans a cruise press trip from Tampa on April 23, 2017. She would like to spend two days in our area in before her cruise and asked for support with accommodation and a schedule. We forwarded the request to VSPC. The answer is pending. |



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| <p>Ms. Susanne Mendack Art & Travel, DEX Magazin</p> | <p>Ms. Mendack plans a press trip to Florida in October/November 2017 and he showed interest in visiting our area during his trip. Her focus will be "travelling in Florida with kids". We sent her our press kit including a press release about family-friendly St. Pete as well as further story ideas. We will stay in contact with Ms. Mendack to discuss details of her planned press trip.</p> |
|---|---|

5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls, but the conference calls had to be postponed due to trips or other appointments of the participants.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.

6. KEY PERFORMANCE INDICATORS ACHIEVED

| KPI | Target of 12 months (Oct. 2016 – Sep. 2017) | Amount Achieved in January 2017 | Amount Achieved to date | KPIs Remaining |
|---------------|--|--|--------------------------------|-----------------------|
| News Releases | 12 | 1 | 4 | 8 |
| Newsletters | 6 | 1 | 2 | 4 |
| Media Calls | 15 – 20 p.m. | 16 | 68 | 112 - 172 |
| Media Visits | 10 – 15 | 1 | 5 | 5 – 10 |



7. JANUARY 2017 MEDIA COVERAGE Generated

Print

| Publication Date | Title | Media Title | Type of Media | Agency Assist | Circulation/ Visit | Media Value in US-\$ | |
|-------------------------|-------------------|--|---|--------------------------|---|-----------------------------|---------------|
| 1 | January 01, 2017 | St. Petersburg and Clearwater: Sunshine, beach and a lot of action | Sonntag-Morgenmagazin Wetzlar, Weilburg | German weekly newspaper | KMS press trip October 2016 | 81,934 | 4,402 |
| 2 | January 19, 2017 | Sunbathing, surfing, taking a bath: beach feeling in the U.S. | Travel Inside | Suisse travel magazine | KMS supported with information | 5,500 | 6,103 |
| 2 | January 23, 2017 | Setting course for Orlando | tip – travel inside professional | Austrian travel magazine | KMS supported with information and photos | 10,500 | 12,220 |
| 4 | January 23, 2017 | Beach, fun & amusement | tip – travel inside professional | Austrian travel magazine | KMS supported with information and photos | 10,500 | 5,712 |
| 5 | February 06, 2017 | Beach holidays | TravelTalk | German travel magazine | KMS supported with information and photos | 22,331 | 23,710 |
| Total Print | | | | | | 130,765 | 52,147 |



Online

| Online | | | | | | | |
|-------------------------|-------------------|--|--|---------------------------|-------------------------------------|-----------------------------|-------|
| Publication Date | Title | Media Title | Type of Media | Agency Assist | Circulation/Visit | Media Value in US-\$ | |
| 1 | August 30, 2016 | Tampa Bay, St. Pete Beach – when summer takes a break | www.neverseebefore.de | Travel blog | Individual press trip November 2015 | 40,000 | 3,500 |
| 2 | December 16, 2016 | Florida's hideaways for lovers | www.reisenexclusiv.com | Online travel magazine | KMS supported with information | 5,400 | 103 |
| 3 | January 04, 2017 | Fairytale wedding or romantic celebration at the beach – St. Pete makes dreams come true | www.infoticker.ch | Suisse news website | KMS press release December 2016 | 19,320 | 111 |
| 4 | January 05, 2017 | In St. Pete/ Clearwater dreams come true | www.reisenexclusiv.com | Online travel magazine | KMS press release December 2016 | 5,400 | 103 |
| 5 | January 06, 2017 | In St. Pete/ Clearwater dreams come true | www.firmenpresse.de | German news website | KMS press release December 2016 | 104,867 | 602 |
| 6 | January 06, 2017 | In St. Pete/ Clearwater dreams come true | www.pressekat.de | German news website | KMS press release December 2016 | 13,500 | 78 |
| 7 | January 10, 2017 | Fairytale wedding in a ballroom or romantic celebration at the beach | www.elite-magazin.com | Online lifestyle magazine | KMS press release December 2016 | 9,540 | 183 |



| | | | | | | | |
|----|------------------|--|--|--------------------------|---------------------------------|--------|-------|
| 8 | January 10, 2017 | Fairytale wedding in a ballroom or romantic celebration at the beach | www.factum.at | Online travel magazine | KMS press release December 2016 | 300 | 5 |
| 9 | January 12, 2017 | Fairytale wedding or romantic celebration at the beach – St. Pete makes dreams come true | www.inside-america.de | Online travel magazine | KMS press release December 2016 | 540 | 10 |
| 10 | January 22, 2017 | Fairytale wedding or romantic celebration at the beach – St. Pete makes dreams come true | www.adabei.eu | Online travel magazine | KMS press release December 2016 | 60,000 | 1,151 |
| 11 | January 24, 2017 | St. Pete defends its title as Florida's unofficial capital of culture | www.business-panorama.de | Online business magazine | KMS press release January 2017 | 4,500 | 86 |
| 12 | January 24, 2017 | St. Pete defends its title as Florida's unofficial capital of culture | ww.canadareise.at | Online travel magazine | KMS press release January 2017 | 300 | 6 |
| 13 | January 24, 2017 | St. Pete defends its title as Florida's unofficial capital of culture | www.inar.de | German news website | KMS press release January 2017 | 62,130 | 1,190 |
| 14 | January 24, 2017 | St. Pete defends its title as Florida's unofficial capital of culture | www.infoticker.ch | Suisse news website | KMS press release January 2017 | 19,320 | 111 |



| | | | | | | | |
|----|------------------|---|--|---------------------------|--------------------------------|---------|-------|
| 15 | January 24, 2017 | St. Pete defends its title as Florida's unofficial capital of culture | www.reisen.pr-gateway.de | German travel website | KMS press release January 2017 | 200,000 | 3,837 |
| 16 | January 24, 2017 | St. Pete defends its title as Florida's cultural capital | www.motor-traffic.de | Online travel magazine | KMS press release January 2017 | 4,410 | 85 |
| 17 | January 24, 2017 | St. Pete - Florida's unofficial capital of culture tempts with art | www.reiseziele.ch | Online travel magazine | KMS press release January 2017 | 7,800 | 150 |
| 18 | January 26, 2017 | 100 years Morean Arts Center und the Frida Kahlo exhibition at the Dalí | www.elite-mgazin.com | Online lifestyle magazine | KMS press release January 2017 | 9,540 | 183 |
| 19 | January 26, 2017 | 100 years Morean Arts Center und the Frida Kahlo exhibition at the Dalí | www.factum.at | Online travel magazine | KMS press release January 2017 | 300 | 5 |
| 20 | January 26, 2017 | Cultural highlights in Florida | www.justDELUXE.at | Online lifestyle magazine | KMS press release January 2017 | 300 | 5 |
| 21 | January 31, 2017 | St. Pete unofficial cultural capital of Florida | www.reisepilot.de | Online travel magazine | KMS press release January 2017 | 450 | 9 |
| 22 | January 31, 2017 | St. Pete – the unofficial cultural capital of Florida | www.mortimer-reisemagazin.de | Online travel magazine | KMS press release January 2017 | 7,710 | 148 |



**ST.PETE
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FLORIDA**

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|-----------------------------|------------------|---|-----------|--------------------------|---|------------------|----------------|
| 23 | January 31, 2017 | Anna's blog: Dolphins in St. Pete / Clearwater | www.br.de | Website of TV station | KMS supported with information and assisted with the press trip | 2,160,000 | 82,360 |
| Total Online | | | | | | 2,695,627 | 90,521 |
| Total PRINT + ONLINE | | | | | | 2,826,392 | 142,668 |

8. TIME BILLING

| Consultant | Hours |
|-------------------|--------------|
| Axel Kaus | 26:30 |
| Lena Edeler | 46:45 |
| Micha Beyersdorf | 18:15 |
| TOTAL | 91:30 |

ROOSTER^{PR}

GLOBAL BRAND COMMUNICATORS

| | |
|---------------|--------------------|
| REPORT | PR Activity Report |
| CLIENT | VSPC |
| MONTH | January 2017 |

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Key Performance Indicators

| KPI | Target over 12 months (Jan 2017 – Dec 2017) | Amount Achieved in January 2017 | Amount Achieved to date | KPI's Remaining |
|-----------------|---|---------------------------------|-------------------------|-----------------|
| Press releases | 15 | 0 | 0 | 15 |
| Media visits | 10 | 0 | 7 | 10 |
| Media briefings | 25 | 1 | 1 | 24 |
| Coverage | Broadsheet: 8 | Broadsheet: 0 | Broadsheet: 0 | Broadsheet: 8 |
| | Tabloid: 8 | Tabloid: 0 | Tabloid: 0 | Tabloid: 8 |
| | Regional: 10 | Regional: 0 | Regional: 0 | Regional: 10 |
| | Trade/B2B: 20 | Trade/B2B: 0 | Trade/B2B: 0 | Trade/B2B: 20 |
| | Consumer: 8 | Consumer: 0 | Consumer: 0 | Consumer: 8 |
| | Online: 40 | Online: 0 | Online: 0 | Online: 40 |
| | Broadcast: 1 | Broadcast: 0 | Broadcast: 0 | Broadcast: 1 |

Destination Familiarisation/Annual Marketing Meeting Report

The Rooster VSPC team coincided a destination familiarisation trip with the Annual Marketing Meeting, covering the following:

Hotels:

- The Vinoy: stayed here during the time in St. Pete. Ideal to include with pitches detailing the 1920's pink palaces and its great location in downtown S. Pete.
- The Birchwood: provided a tour of all public spaces and the impressive rooftop bar. They have a living wall that they use to make salads - good for food features.
- Don CeSar: we had a thorough tour of the hotel and met with Courtney who has been kept on by the new owners to oversee Marketing and Social.
- Treasure Island Beach Resort: Diane Dove (who we met at the marketing meeting) arranged a tour – it looked amazing and there's nothing else like it on Treasure Island. Such a good location for journos wanting easy access to both ends of SPC.
- Opal Sands Resort: stayed here in Clearwater – great example of the luxurious new builds popping up on Clearwater Beach.
- The Wyndham Grand: saw the events spaces, lobby and outdoor area. Slightly more sophisticated and business-like than Opal Sands which is beachier by contrast.
- The Fenway: drove past and saw the skeleton building. Great location and addition to Dunedin and will be good to include on media trips once opened.

Food/beverage:

- Farm Table Kitchen: excellent location above Locale Market – fantastic atmosphere, setting and food.
- Saturday Morning Market: fun and easy to wander around and find something quick and cheap to eat. Great atmosphere and family and pet friendly.
- The Mill: very swish new restaurant with great food and service.
- Frenchy's Rockaway Grill: great setting on the beachfront and the famous Grouper sandwich didn't go unmissed!

- Marina Cantina: relaxed atmosphere with great views over the harbour.
- Mahuffers: something different and a great addition for press trips!

Sites

- Shuffleboarding: definitely worth doing as a Friday night group activity and letting journalists know about the history and heritage of the club.
- Walking Mural Tour: a great way to see the murals and street art around downtown St. Pete whilst learning some of the cultural background and history.
- Fort DeSoto Park: great for sports features – very popular spot for kite surfing.
- The Dali Museum: the Frida Kahlo exhibition was very impressive and in hind sight after seeing the exhibition our “Creator of the selfie” angle was probably too light, she has quite a dark life story.
- Chihuly: Looks great in its new home, it’s a great space.
- CMA: Good to see and to catch up with Jen Carlisle at the marketing meeting. Updated with new PR stunts including, Nicholas the dolphin picking the Superbowl winner in advance.
- Dunedin Brewery: really quirky and authentic – a key part of craft beer trail and Dunedin
- Honeymoon Island/Caladesi Island: escape from the mainland beaches and hustle and bustle – more remote and private island life feel

International Marketing Meeting notes for UK use:

- Number 1 tourism destination on the Gulf of Mexico
- There are 102,500 locals currently employed in tourism related businesses in SPC
- In 2017, the county will collect over US\$50million in bed taxes

- In 2016, TripAdvisor awarded
 - o Clearwater Beach #1 beach in America
 - o St Pete Beach #4 beach in America
 - o SPC is the only destination in the list to have two entries
- Cassie Pope is a young singer who was engaged to do a domestic campaign but her profile is growing internationally
- The Grouper Week campaign was highly successful (one for us to keep on the radar for a food/drink campaign)
www.grouperweek.com
- SPC now has more craft breweries than anywhere else in Florida (KEY one for our GulpCoast campaign)
- They are one of only 2 DMO's in the world with 360 degree video on their website
- April – mega trade FAM from Germany going out
- There is a dedicated rainbow logo for all IGLTA related activity
- BeachesOrlando.com has been launched by SPC to position them as the beach twin-centre destination for those travelling to Orlando
- Merchandise for the "Feel It" campaign will be out soon

Activity

Journalist Meetings

- Rooster met the following journalists to discuss upcoming features and opportunities:
 - Elizabeth Bennett, Stylist, Grazia, Women's Health, Refinery 29 - Really interested in the beer passport idea and craft side of Florida; art and culture combined with sunshine and beaches.

Press Releases

- Rooster drafted the Craft Beer Press Release – awaiting final content and prize information

Individual Press Trips

- Rooster discussed and followed up press trip opportunities:

January 2017

- Jim Whippy, Saltwater Boat Angling, visiting St. Pete for several weeks and would like to do a couple of articles on the charter boat fishing for the magazine.

February 2017

- Jenny Green, The Sun, twin centring St. Pete and Clearwater - featuring the sports and beer scene. Rooster secured accommodation in The Vinoy and Wyndham Grand and finalised itinerary.

April 2017

- Georgina Wilson-Powell, Good Things Magazine, Rooster to rearrange trip and focus on sustainable energy green activities.

August 2017

- Suzanne Baum, Huffington Post/ Britsmums, Rooster to arrange accommodation and activities for family of five visiting St. Pete/Clearwater on a twin trip with Orlando

Group Trips

April 2017

- Joint Kissimmee and Norwegian blogger/influencer trip

May 2017

- Gaydio campaign for the IGLTA conference

Other Activity

- Rooster had a regular conference call with the marketing team and Leroy
- Rooster provided feedback on the February social campaign
- Kissimmee: Had a catch-up with Surinder who is keen for a joint blogger trip
- Follow up with Gaydio and IGLTA conference
- Rooster organised press trip itineraries and contacted relevant partners

Social

Facebook

- Facebook activity continued through January 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 5,133** on 1 January to **5,140** on 31 January, an increase of **7**
- Total engagement (clicks) rate: **937** Total reach of our posts: **31,890** Total impressions including shares/likes/news feed placement: **53,147**
- The most popular post was an image of a 'sand man' and the Don CeSar wishing everyone a Happy New YearThe post received **102 likes, 5 loves, 10 comments, 4 shares** leading to a reach of **3,847**. There were **75 clicks** on the post:



Forthcoming activity and priorities

Press Trips

- Continue finalising itineraries and trip details for confirmed press trips
- Continue to monitor requests for press trip support/blogger requests
- Meet with Experience Kissimmee and Norwegian Air to plan joint influencer FAM trip

Press Releases

- Finalise Beer passport and launch of GulpCoast.com release
- Draft and issue Dali and Schiaparelli press release to target fashion and consumer press

Activity

- Prepare and submit a list of April Fools ideas with costs
- Assist with PR and social content during the Marketing social campaign with Virgin Holidays
- Sun cream bottle campaign proposal – to be discussed

IGLTA

- Finalise contracts and discuss campaign creative with both Gaydio and GSN
- Secure attendance from third media outlet
- Prepare IGLTA press itineraries – collate flight costs and approach accommodation partners

Contact Rooster PR

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

Your Rooster VSPC team is:

Stuart Fyfe, Account Director

Nick Wheywell, Head of Digital

Katie Raby, Account Manager

Libby Allan, Senior Account Executive

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Memo

To: David Downing; Leroy Bridges
From: NJF
Date: February 6, 2017
Subject: Account Activity January 2017

We are pleased to provide highlights of public relations activities undertaken by NJF during the month of January 2017.

MEDIA PLACEMENTS

CNTraveler.com

January 10, 2017

Unique Monthly Visitors: 5,339,045

NJF secured coverage of St. Petersburg/Clearwater in an “under-the-radar” Florida destination feature as a result of our work with freelance writer Paul Rubio.

TravelWeekly.com

January 26, 2017

Unique Monthly Visitors: 465,622

As a result of the media visit coordinated for Megan Padilla, NJF secured feature coverage of St. Pete highlighting the destination’s “renaissance.”

Private Clubs

Winter 2017

Circulation: 219,893

Advertising Value: \$3,756

NJF secured coverage of St. Petersburg/Clearwater and Frida/Dali in the luxury lifestyle publication’s “Indulge” section.

USAToday.com

January 23, 2017

Unique Monthly Visitors: 36,682,913

As a result of our work with Sarah Maiellano, NJF secured coverage of St. Petersburg/Clearwater and Frida/Dali in a roundup of museum exhibits to visit this winter.

UPCOMING MEDIA PLACEMENTS

Time Out New York

February 1, 2017

Circulation: 312,460

As a result of our work with freelance writer Alex Beaven, NJF secured upcoming coverage of St. Petersburg in the publication’s “Escape From New York” travel column.

Newsday

February 5, 2017

Circulation: 309,246

NJF secured coverage of St. Petersburg and Treasure Island in an upcoming Florida destination piece as a result of our continued work with Robin Soslow.

Passport

March 2017

Circulation: 164,000

NJF secured coverage of St. Petersburg/Clearwater's numerous LGBT offerings as a result of the media visit coordinated for freelance writer Jason Heidemann.

Orlando Magazine

March 2017

Circulation: 32,803

As a result of the media visit coordinated for Megan Padilla, NJF secured upcoming coverage of St. Petersburg in the regional lifestyle magazine.

Taste & Travel

Spring 2017

Circulation: 20,000

NJF secured coverage of St. Petersburg/Clearwater's craft beer scene in the Canadian travel and lifestyle publication.

Parents

June 2017

Circulation: 2,223,090

As a result of our work with Karen Cicero, NJF secured upcoming coverage of St. Petersburg/Clearwater and the TradeWinds.

PaperCity

TBD

Circulation: 80,592

NJF secured upcoming coverage of St. Petersburg/Clearwater in the luxury lifestyle magazine for Dallas and Houston residents as a result of the media visit coordinated for James Brock.

MEDIA STAYS

- NJF invited top-tier media from the below publications to experience Clearwater Beach and stay at Wyndham Grand. NJF is following up to continue discussing the destination as well as the new hotel.
 - *Departures*
 - *Family Circle*
 - *Travel + Leisure*
 - *Travel Weekly*
 - *USA Today*
- NJF coordinated a media stay for freelance writer Terry Ward at Hyatt Regency in Clearwater from January 14-16 in exchange for a review on **Telegraph.co.uk**. NJF is following up to determine a run date.
- NJF continued discussing a destination visit with freelance writer Blane Bachelor for March 4-9 in exchange for a travel feature on **NYMag.com**. NJF is following up to coordinate itinerary and logistics.
- NJF continued to discuss a visit to St. Petersburg/Clearwater with Associate Editor Rachel Hurn in exchange for coverage of St. Petersburg/Clearwater in *Departures* or on **Departures.com**. NJF is following up to confirm timing (possibly in May) and discuss story angles.

- NJF discussed a visit to St. Petersburg/Clearwater with freelance writer Nina Hahn in exchange for inclusion in upcoming travel stories in her outlets (*Chicago Magazine*, CNTraveler.com). NJF is following up to determine timing.

PITCHING AND OUTREACH

- NJF pitched St. Petersburg/Clearwater and Postcard Inn to Victor DeVita for inclusion in a **TODAY Show** segment on destinations that will warm you up during the winter months. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater and the Don CeSar to freelance writer Elaine Glusac for inclusion in a piece on outdoor destinations for families in *The New York Times*. NJF is following up to determine interest.
- NJF pitched the destination to freelance writer Mark Ellwood for inclusion in a story on where to go in February on CNTraveler.com. NJF is following up to determine interest.
- NJF pitched Central Avenue to freelance writer Perri Blumberg for inclusion in a story on undiscovered streets on ArchitecturalDigest.com. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater and the Dali Museum's "Amor Inspirado" event to Editor Sam Dangremond for inclusion in a Valentine's Day programming roundup on TownandCountryMag.com. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater and Frenchy's Rockaway Grill to freelance writer Robert Curley for potential inclusion in a story on the best beach bars in *Coastal Living*. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater's LGBT-focused advertising and marketing campaigns to freelance writer Linda Laban for inclusion in a piece in *The Boston Globe*. NJF is following up to share additional details and determine interest.
- NJF pitched St. Petersburg/Clearwater as a bachelorette party destination to freelance writer Aly Walansky for inclusion in a roundup on Brides.com. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater and the Dali Museum to freelance writer Harriet Baskas for inclusion in a piece on unique museum exhibits on CNBC.com. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater as a dog-friendly beach destination to freelance writer Christina Vercelletto for possible inclusion in a roundup on FamilyCircle.com. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater to various editors at *Travel + Leisure* for inclusion in their new "Destination of the Week" newsletter. NJF is following up to share newsworthy updates.
- NJF shared destination videos with Jamie Ditaranto for inclusion in a new destination video network on SmarterTravel.com. NJF is following up to confirm inclusion.
- NJF connected with freelance writer Jamie Feldmar about her upcoming Florida destination piece in *New York Magazine*. NJF determined the piece will focus on Sarasota, but Jamie will keep the area in mind for future stories.
- NJF connected with freelance writer Susan Barnes about an upcoming piece featuring Safety Harbor Spa in *WHERE Tampa Bay*. NJF is following up to further assist.

MISCELLANEOUS

- NJF participated in bi-weekly conference calls with the client to discuss initiatives including:
 - Hotel Development
 - Art & Culture Updates
 - Upcoming Dali Exhibits
- NJF participated in TravMedia's International Media Marketplace on behalf of Visit St. Petersburg/Clearwater on January 26, 2017. NJF conversed with various media attendees and is continuing to follow up to discuss the destination.
- NJF participated in an immersion trip to the destination on January 20-24. NJF drafted an itinerary and coordinated logistics, such as tours and dining experiences for the trip. NJF also attended the 2017 Annual Marketing Meeting.
- NJF compiled a digital clipbook of all 2017 destination coverage.
- NJF shared destination news with Ken Morgan-Schleuning of VISIT FLORIDA for upcoming Florida pitching initiatives.