



**ST.PETE
CLEARWATER
FLORIDA**

Activity Report

Market: Germany, Austria and Switzerland
Month: 01 – 30 November 2017
Submitted by: Axel Kaus, Managing Director
Phone: +49 (0)511 899 890-11
E-Mail: akaus@kaus.net

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1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS proactively contacted qualified media and pitched SPC story ideas in order to generate positive media coverage for our destination.
- KMS drafted a press release and distributed it to a large number of media contacts in Germany, Austria and Switzerland.
- In coordination with VSPC, KMS continued organizing the German group press fam trip that was completed from November 16-20, 2017. Axel Kaus, VSPC PR Account Director for the German speaking countries, escorted the press fam trip to St. Petersburg / Clearwater. We started following up on all media professionals after the trip and offered our assistance with their expected media coverage.
- In coordination with VSPC and the German Visit Florida representatives, KMS continued organizing the participation of VSPC in the Visit Florida fam trip in late November/early December 2017.
- KMS continued assisting the following journalists with their press fam requests for our destination: Alexa von Busse (reisereporter.de), Ms. Chris Winteler (SonntagsZeitung) and Ms. Anja Strebe (MITTE bitte!).
- KMS followed up on all media contacts that we met during the VSPC media calls as well as the VSPC media event in Munich at the end of September 2017.
- KMS followed up on all media contacts that we met during the VSPC media calls as well as the VSPC media event in Munich at the end of September 2017.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in November 2017 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



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2. NEWS RELEASES AND NEWSLETTERS

2.1 NEWS RELEASE

KMS drafted and distributed the following press release:

“The holiday region St. Pete/Clearwater in Florida is becoming increasingly popular”

2.2 NEWSLETTER

KMS drafted the November 2017 newsletter and distributed it to qualified media in Germany, Austria and Switzerland. The newsletter included the following topics:

- “Holiday Lights in the Garden” in Largo
- 30th anniversary of St. Pete Illuminated Boat Parade
- St. Petersburg Shuffleboard Club
- 14 new urban murals after SHINE Festival 2017
- Top St. Pete/Clearwater offers at Travelzoo



3. MEDIA RELATIONS AND MEDIA LIAISON

Ms. Cornelia Raidel Interior Fashion	After we supported the journalist with information about the mural scene in St. Pete already, KMS sent the journalist additional high-resolution photos of the urban murals that were painted during this year's SHINE Mural Festival. We will follow up with Ms. Raidel on the expected media coverage.
Ms. Christa Winteler SonntagsZeitung	KMS maintained the contact with Ms. Winteler regarding her press trip in January 2018. For detailed information, please see section 4.1. ("fam trips").
Mr. Martin Wein Freelance journalist	KMS continued the liaison with Mr. Wein, who visited St. Pete/Clearwater in December 2016. He informed us that he has published two additional articles about the art scene in our area in German newspapers. We thanked him for the media coverage and added his articles to the clipping section of this report.
Ms. Alexa von Busse www.reisereporter.de	KMS was in close contact with Ms. von Busse regarding her press fam trip in fall 2017. Please see section 4.1 ("fam trips") for more information.
Ms. Lydia Junkersfeld Brauwelt	KMS liaised with Ms. Junkersfeld, editor-in-chief of the brewery magazine Brauwelt. We pitched the Craft Beer Trail in St. Pete/Clearwater as a story idea and sent her information about it accordingly. As a direct result, she published an article about the trail in her magazine. The article can be found in the clipping section of this report.
Ms. Simone Sever Freelance journalist	KMS continued the liaison with Ms. Sever, who works on an update of a Florida family travel guide (" <i>Familienreiseführer Florida</i> "). We sent her additional high-resolution photos and suggested other family festivals that she could feature in her guide. We will follow up with her.
Ms. Dagmar Kluthe Freelance journalist	KMS continued following up with Ms. Kluthe after the VSPC media event in late September 2017. Since she had shown a strong interest in an individual press trip to our region with a focus on arts, culture and culinary highlights, we contacted her again in order to discuss travel dates. We also sent her additional story ideas. Her answer is pending.



Ms. Laura Ari Die Personal Post	KMS proactively contacted the journalist Ms. Ari who is the managing travel editor for the Austrian magazine <i>Die Personal Post</i> . We introduced her to St. Petersburg/Clearwater as a premier travel destination and discussed several SPC story angles. In addition, we sent her the VSPC press kit. We will follow up with Ms. Ari.
Ms. Petra Braun Sonntag Morgenmagazin	KMS liaised with Ms. Braun after the distribution of our November press release. We sent her high-resolution images and asked if she needed additional information about the topic. We will follow up with the journalist on the expected media coverage.
Mr. Marcel Ries die aktuelle	KMS continued following up with Mr. Ries after he attended the VSPC media event in late September 2017. He confirmed that he is very interested in completing a press fam trip to our region in 2018. Thus, we sent him the MAF and asked him to complete it. His answer is pending.
Mr. Patrick Schluetter NOW Medien (Neue Westfaelische et al.)	KMS continued the liaison with Mr. Schluetter who attended our group press fam trip in November 2017. We booked his flights and informed him about the flight details and about his journey to Frankfurt airport by train. After his return, we started our follow-up. We offered him assistance with his article and sent him the trip evaluation form. We will remain a close contact with him.
Mr. Christian Stein Medienhaus Lensing (Ruhr Nachrichten et al.)	KMS maintained a strong communication with Mr. Stein, who was a participant of our group fam trip in November 2017. We booked his flights and sent him all information regarding the journey as well as the final itinerary and the VSPC press kit. After the trip, we followed up with Mr. Stein and also sent him the evaluation form. He informed us that his article about St. Pete/Clearwater will be published on December 9, 2017.
Mr. Tilman Guenther Saechsische Zeitung / Freie Presse	KMS maintained a close contact with Mr. Guenther, who was one of the participants of our group fam trip. In early November, we booked his flights and sent him his flight details. We also sent him the final trip itinerary and the VSPC press kit. After the trip, we sent him the trip evaluation form and began following up.



<p>Ms. Petra Zottl RedaktionsNetzwerk Deutschland (RND)</p>	<p>KMS continuously communicated with Ms. Zottl before our group press fam trip from November 16-20, 2017. We booked her flights and informed her about the flight details. In addition, we were able to arrange a connecting flight from her home town Hanover to Frankfurt without additional costs. We also sent her the final itinerary for the trip and the VSPC press kit for her preparation. After the trip, we started following up with Ms. Zottl. We sent her the trip evaluation form and offered her assistance with her article. In this context, she requested detailed information about the hotels The Vinoy Renaissance and the Opal Sands that the group stayed at. We forwarded her request to VSPC.</p>
<p>Mr. Dieter Sattler Frankfurter Neue Presse</p>	<p>KMS continued the liaison with Mr. Sattler, who was one of our group fam attendees. Before the trip, we booked his flights and informed about the flight details accordingly. We also sent him the final program and the VSPC press kit for his preparation. After his return, we started following up. He said that he very much liked the trip. He sent us a "thank you" e-mail and asked us to forward it to VSPC. We also provided him the trip evaluation form and asked him to complete it.</p>
<p>Dr. Bernd Kregel Freelance journalist</p>	<p>KMS continuously communicated with Mr. Kregel. Before the trip, we booked his flights and provided him all information about the journey including the final itinerary. After the trip, we started following up. In this context, we sent him the trip evaluation form and asked him to complete it. Mr. Kregel informed us that he has already written his article about the trip and that it will be published shortly.</p>
<p>Mr. Antonio Seidemann Muenchner Merkur / TZ</p>	<p>KMS continued the liaison with Mr. Seidemann, who was one of our group fam attendees. In early November, we booked his flights to the US and were also able to arrange a connecting flight from Munich to Frankfurt without additional costs for VSPC. We sent him his flight information, the final trip itinerary and the VSPC press kit before the trip. Afterwards, we started following up with Mr. Seidemann. In this context, he requested high-resolution photos of several places that he visited during the trip. After searching our archives and checking back with VSPC, we provided him the requested images. We also sent him the trip evaluation form and asked to complete it.</p>



<p>Ms. Mirjam Rombach Archithema Verlag AG</p>	<p>After we supported the journalist with information and high-resolution photos about the SHINE Mural Festival in St. Petersburg in the past, she now sent us the article that she published based on our information. The article is added to the clipping section of this report.</p>
<p>Mr. Michael Petsch Maerkischer Markt / Maerkischer Sonntag</p>	<p>Mr. Petsch is the managing editor of the German weekly newspapers Maerkischer Markt and Maerkischer Sonntag. We proactively contacted him and introduced St. Petersburg/Clearwater as a travel destination. We also informed him about news and upcoming events and sent him the VSPC press kit subsequently. Since he showed a strong interest in our area, he asked us to add his mail address to our distribution list, which we did. We will follow up with Mr. Petsch.</p>
<p>Mr. Cristian Meuter Visit USA Committee Germany</p>	<p>KMS was in contact with Mr. Meuter who gathered information from U.S. destinations for his next edition of his newsletter "VUSA News", which is distributed to approximately 25,000 German travel agents as well as to trade media. We assisted Mr. Meuter and sent him information about current touristic developments in St. Pete/Clearwater. Unfortunately, he informed us at a later time that he could not include our news in his newsletter this time. We will continue the liaison with him in order to be featured in his newsletter again in the future.</p>
<p>Ms. Anja Strebe MITTE bitte!</p>	<p>Ms. Strebe and his son Marian will visit our region in early December. For more details, please see section 4.1. ("Fam trips").</p>
<p>Mr. Wolfgang Schumann Schumann + Stingl GbR</p>	<p>KMS was contacted by Wolfgang Schumann again after we met him and his colleague Alexander Stingl at ITB Berlin in March 2017. During this meeting, we had discussed the possibilities of arranging a celebrity fam trip to our area for the German actor Andrea Kathrin Loewig who has a niece that lives in our region. The story about Ms. Loewig visiting her relatives in SPC would be published in the German lifestyle magazine <i>Freizeit Revue</i> and possibly another print publication. Mr. Schumann now informed us about possible travel dates: February 14, 2018 - March 3, 2018. After discussing this opportunity with VSPC, we decided not to work with him since the story would focus mainly on the celebrity Ms. Loewig, and not on our destination.</p>



4. PUBLIC RELATIONS ACTIVITIES

- KMS finalized the preparations of the group press fam trip in November 2017 (November 16-20, 2017). In this context, we maintained close contact with all journalists who will attend the trip and with our airline partner Lufthansa. Axel Kaus, VSPC's PR Account Director for the German speaking countries, escorted the journalists during the trip. We also started following up after the trip (please see the section "media communication of this document").
- KMS continued preparations for the group press fam trip in cooperation with Visit Florida (November 26 – December 02, 2017). We liaised with Visit Florida in Germany, secured the waiver forms from the journalists and forwarded them to VSPC.
- KMS continued working with pre-approved journalists that showed interest in visiting our destination. These journalists included Alexa von Busse (reisereporter.de), Ms. Chris Winteler (SonntagsZeitung), Ms. Anja Strebe (MITTE bitte!) and Gerald Huft (ICJ mice magazine).
- KMS followed up with the journalists that we met for media calls in Munich or that attended our VSPC media event in Munich in September 2017 and sent them further detailed information about our destination.
- KMS continued updating the German VSPC press kit and distributed it to qualified media outlets.
- KMS proactively contacted several qualified journalists in order to present SPC as a travel destination and pitch SPC story ideas.
- KMS continued uploading posts and photos on VSPC's German Facebook page several times per week.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS supported several media professionals with high-resolution photos, specific information on our area and our German VSPC press kit.
- KMS monitored all VSPC media clippings that we received in November 2017 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



4.1 FAM TRIPS	
<p>Group press FAM trip Germany November 16-20, 2017</p>	<p>In cooperation with VSPC, KMS continued the preparations for the group press fam trip in November 2017. We maintained a close communication with all seven top tier journalists and with our airline partner Lufthansa. Axel Kaus, managing director of KMS, escorted the journalist group during the trip. We also started following up after the trip.</p>
<p>Group press FAM trip in cooperation with Visit Florida November 26 - December 02, 2017</p>	<p>In cooperation with VSPC and the German Visit Florida representatives, KMS finalized the preparations for the group press fam trip organized by Visit Florida. Since a contact between VSPC and Visit Florida has been established, they communicated directly in order to put together and fine-tune the itinerary. KMS will follow up with the journalists after the trip.</p>
<p>Ms. Anja Strebe MITTE bitte! December 3-5, 2017</p>	<p>VSPC agreed to host Ms. Strebe and her son Marian for two nights during their Florida roundtrip in December 2017. VSPC secured the Sheraton Sand Key in Clearwater Beach as a hotel and developed a two-day itinerary for them. Meanwhile, KMS continuously communicated with them. We will follow up with them after they return from their Florida roundtrip.</p>
<p>Ms. Chris Winteler SonntagsZeitung January 9-14, 2018</p>	<p>The press fam trip for Ms. Winteler and her photographer is arranged. No updates at this point.</p>
<p>Ms. Alexa von Busse Reisereporter.de January 2018</p>	<p>Ms. von Busse intends to visit St. Pete/Clearwater in the last week of January 2018. Alexa is now in contact with Lufthansa in order to ask for flight support. She expressed interest in covering the following stories:</p> <ul style="list-style-type: none"> • Mural tour in St. Pete • Sponge Diving in Tarpon Springs • Scottish traditions in Dunedin • Caladesi Island (Interview with park ranger) • Food scene St. Pete (Locale Market / Two Docks Shellfish) <p>Since she intends to create video content in this context, she asked if we can find "experts" for the topics mentioned above who are willing to be interviewed in front of the camera.</p>



Mr. Gerald W. Huft
ICJ mice magazine
May 2018

Mr. Huft's trip is scheduled for May 2018. No updates at the moment.

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.

6. KEY PERFORMANCE INDICATORS ACHIEVED

KPI	Target of 12 months (Oct. 2017 – Sep. 2018)	Amount Achieved in November 2017	Amount Achieved to date	KPIs Remaining
News Releases	12	1	2	10
Newsletters	6	1	1	5
Media Calls	15 – 20 p.m.	20	44	136-196
Media Visits	10 – 15	12	12	0 - 3



7. NOVEMBER 2017 MEDIA COVERAGE Generated

Print

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation	Media Value in US-\$	
1	October 09, 2017	Florida's beautiful daughters	Imagine	Lifestyle magazine	KMS supported with information	35,000	13,847
2	November 16, 2017	Craft Beer Trail	Brauwelt	Special interest magazine	KMS press release October 2017	3,600	2,998
3	November 18, 2017	Color plays in Florida	Koelnische Rundschau	German daily newspaper	Individual press trip December 2016	255,734	151,457
4	November 18, 2017	Color plays in Florida	General-Anzeiger	German daily newspaper	Individual press trip December 2016	64,919	38,080
Total Print					359,253	206,382	

Online

Publication Date	Title	Media Title	Type of Media	Agency Assist	Circulation/Visit	Media Value in US-\$	
1	October 09, 2017	Shine on St. Pete	www.das-ideale-heim-blog.ch	Swiss lifestyle website	KMS press release August 2017	5,900	125



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2	October 18, 2017	Florida's answer to California wine: The Craft Beer Trail in St. Pete/ Clearwater	www.ost-nachrichten.de	German news website	KMS press release October 2017	1,500	32
3	October 18, 2017	Florida's answer to California wine: The Craft Beer Trail in St. Pete/ Clearwater	www.gartenlandschaftsbau-portal.de	Special interest website	KMS press release October 2017	9,900	210
4	November 03, 2017	Shopping paradise Florida – something for every budget	www.fliegen-sparen.de	German travel website	KMS contributed to Visit Florida press release	120,000	2,540
5	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.88news.de	German news website	KMS press release November 2017	4,050	86
6	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.artikel-presse.de	German news website	KMS press release November 2017	46,500	987
7	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.company-news.de	German news website	KMS press release November 2017	4,300	91
8	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.fair-news.de	German news website	KMS press release November 2017	22,600	478



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9	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.firmenpr esse.de	German news website	KMS press release November 2017	56,600	1,198
10	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.freie- pressemitteilu ngen.de	German news website	KMS press release November 2017	236,520	5,006
11	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.gateo.de	German news website	KMS press release November 2017	46,000	974
12	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.hotelleri e- nachrichten.de	German news website	KMS press release November 2017	15,300	324
13	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.inar.de	German news website	KMS press release November 2017	18,000	381
14	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.internet- intelligenz.de	German news website	KMS press release November 2017	160,475	3,366
15	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.internet- nachrichten24 .de	German news website	KMS press release November 2017	2,600	55



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16	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.internet-news-123.de	German news website	KMS press release November 2017	2,500	53
17	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.internet-news-spion.de	German news website	KMS press release November 2017	21,870	463
18	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.marbach-academy.de	German news website	KMS press release November 2017	10,000	212
19	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.my-pr.de	German news website	KMS press release November 2017	6,500	138
20	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.nachrichten.net	German news website	KMS press release November 2017	6,200	133
21	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.neue-pressemitteilungen.de	German news website	KMS press release November 2017	18,000	382
22	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.news8.de	German news website	KMS press release November 2017	6,000	127



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23	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.newsfenster.de	German news website	KMS press release November 2017	4,500	96
24	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.online-news-247.de	German news website	KMS press release November 2017	2,120	45
25	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.online-zeitung.de	German news website	KMS press release November 2017	23,000	488
26	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.openbroadcast.de	German news website	KMS press release November 2017	47,479	1,005
27	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.open-business-network.de	German news website	KMS press release November 2017	18,450	391
28	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pflumm.de	German news website	KMS press release November 2017	3,600	76
29	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pirco.de	German news website	KMS press release November 2017	7,250	154



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30	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pr-echo.de	German news website	KMS press release November 2017	20,300	430
31	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pressebo-ard.de	German news website	KMS press release November 2017	11,100	235
32	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.presseportal.co.uk	German news website	KMS press release November 2017	5,000	106
33	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.presschleuder.com	German news website	KMS press release November 2017	6,200	131
34	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pressewelle.de	German news website	KMS press release November 2017	700	16
35	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.pressnetwork.de	German news website	KMS press release November 2017	22,200	470
36	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.reisen.pr-gateway.de	German news website	KMS press release November 2017	182,250	3,858



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37	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.unterneh men-heute.de	German news website	KMS press release November 2017	501,447	15,921
38	November 16, 2017	St. Pete/ Clearwater in Florida is becoming increasingly popular	www.ruppimai l.de	German news website	KMS press release November 2017	250	5
Total Online						1,677,161	40,788
Total PRINT + ONLINE						2,036,414	247,170

8. TIME BILLING

Axel Kaus	62:00
Lena Edeler	70:45
Micha Beyersdorf	2:15
TOTAL	135:00

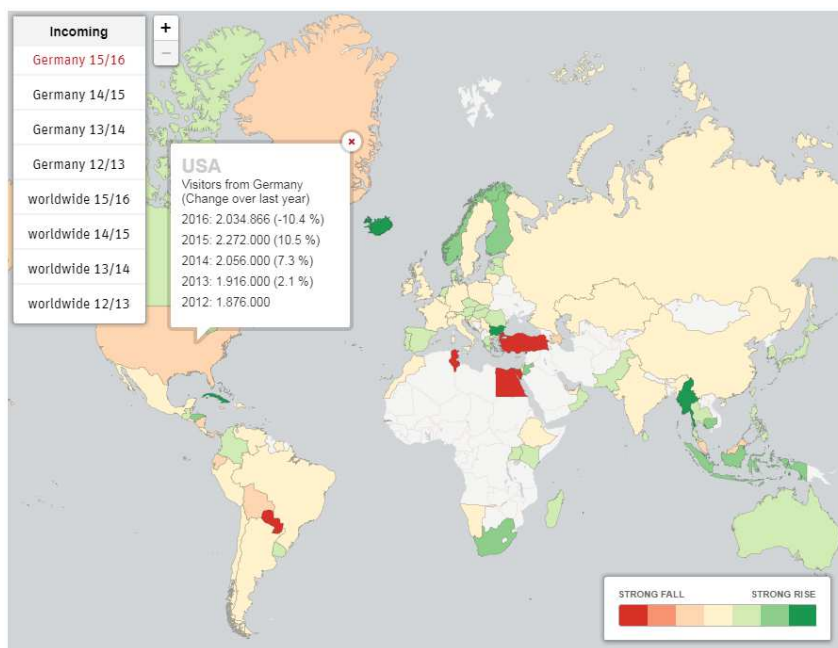


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9. MARKET UPDATE

FVW DESTINATION RANKING 2017 FOR 100 IMPORTANT COUNTRIES

The fvw Destination Ranking 2017 gives you an exclusive overview of how incoming tourism from Germany and around the world changed between 2012 and 2016 in 100 important tourist destinations. By clicking on one of the countries on the interactive map, you receive the incoming figures for the last five years, as well as links to websites and e-mail addresses of the tourist offices which provided the data. But that's not all.



The comprehensive fvw Destination Ranking 2017 shows the incoming development for 100 tourist-relevant countries worldwide. How have tourism flows developed in recent years globally (2012 to 2016)? And how has the incoming tourism from Germany changed in particular? The Destination Ranking consists of two parts; the interactive map visualizes the global tourism flows of the last four years, the whitepaper supplements the graphic processing by means of numbers, data, and facts for printing and reading. All you need to do is click on a country on the interactive map and you receive the incoming figures for the years 2012 to 2016.

It was a conscious decision on our side not to include any forecasts from this year, as tourist destinations handle such early numbers very differently. While some tourist destinations may provide helpful data, others only give out rough estimates or even no figures at all. A valid evaluation is not made possible yet. Numbers for 2017 including an extensive print-out will be published ahead of the next ITB in Berlin 2018.

(Source: www.fvw.com)

US SUPREME COURT GIVES NOD TO THE ENFORCEMENT OF TRUMP TRAVEL BAN

Trump's travel ban has been ruled by the US Supreme Court and the travel ban will go into full effect on six main Muslim countries, pending legal challenges.

This is the third attempt by the Trump government to not allow individuals from several countries from coming to the US.

The decision will restrict travellers from Chad, Iran, Libya, Somalia, Syria and Yemen.

On Monday it was observed that seven of the nine justices lifted injunctions that had been imposed by lower courts against the policy. The president's order was blocked by liberal Justices Ruth Bader Ginsburg and Sonia Sotomayor.

Earlier, the lower courts had limited the scope of the ban to individuals not having a 'bona fide' relationship with someone in the US. The definition of the 'bona fide' US relationship was explained in July by the US Department of State that it will include grandparents and other relatives for visa applicants and refugees from six countries.

The human rights and refugee advocacy group criticized the ban. The ban was challenged by American Civil Liberties Union (ACLU) which mentioned on twitter that the decision is "is not a ruling on the merits".

Karen Tumlin, the legal director for the National Immigration Law Center said that it was important to remember that the Supreme Court did not address the legal merits of the latest Muslim ban and the human impacts with its order.



The latest ban will be inclusive of restrictions on individuals from North Korea and some officials from Venezuela. The court has allowed the provisions to go into effect. The White House specified that the ban will be targeting individuals from countries which fail to provide information to allow for proper vetting of prospective travellers.

(Source: www.travelandtourworld.com)

9.1 AIRLINE NEWS

EUROWINGS: NEW U.S. FLIGHTS FROM DUESSELDORF

The budget airline Eurowings has announced the first routes from Duesseldorf to the US. As the Lufthansa subsidiary announces, flights to New York will begin at the end of April 2018. From the beginning of May then connect to the Florida destinations Miami and Fort Myers.

Eurowings scheduled the first flight day for the new route to Big Apple for the 28th of April, flying every day except Tuesdays. Miami will be served from Duesseldorf for the first time on 4 May, with Wednesday, Friday and Sunday being the days of the traffic. The Eurowings route to Fort Myers starts one day earlier, and the city on the Gulf of Mexico is served on Tuesdays, Thursdays and Saturdays.

With the three new direct connections from Duesseldorf to the USA, the low-cost airline continues to expand its low-cost offer for the long-distance route. At the beginning of November, the first Eurowings long-haul flight started from Duesseldorf to Punta Cana in the Dominican Republic. According to the airline, this route will continue as will the connection to Cancun in Mexico in the summer timetable 2018.

(Source: www.touristik-aktuell.de)

9.2 GERMANY ECONOMY NEWS

GERMAN INDUSTRIAL PRODUCTION POSTS SURPRISE DIP IN OCTOBER

German industrial production unexpectedly fell in October from the month before, posting the biggest decline of 2017 in a disappointing start to the fourth quarter. The metric fell 1.4 per cent, worse than both the Reuters consensus estimate of a rise of 1 per cent, and the minimum estimate of any economist for a fall of 1.1 per cent. "A very disappointing headline—despite the upward revision of the September data—and completely at odds with new orders and survey data," said Claus Visteses, head eurozone economist at Pantheon Macroeconomics, who called the reading "inexplicably poor."

October's miss may have been partly due to a significant upward revision for September, which was revised to a fall of 0.9 per cent from the original reading of a drop of 1.6 per cent. Carsten Brzeski, ING's chief economist for Germany, said that "there is no reason to get worried about the current strength of the German economy." He said the weakness was probably due to one-off factors like public holidays and long weekends, pointing to stronger than expected manufacturing orders data as a sign of strength in the eurozone's largest economy.

Still, production weakened in October in most major sectors: Production of capital goods -2.7 per cent; Production of consumer goods -2.6 per cent; Production of intermediate goods -1 per cent; Production in construction -1.3 per cent; Production in energy was a bright spot, up 5.1 per cent. The German economy has been on a roll this year, driven by growth at its major trading partners. But Mr Visteses notes that the weak industrial production data heighten the risk of a growth slowdown in the fourth quarter.

"The poor October industrial production headline and the downbeat retail sales report have increased the risk of a GDP slowdown in Q4, but survey data promises better data in November and December," he said.

(Source: www.ft.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
E-Mail info@kaus.net

ROOSTER^{PR}

GLOBAL BRAND COMMUNICATORS

REPORT	PR Activity Report
CLIENT	VSPC
MONTH	November 2017

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 2017 – Dec 2017)	Amount Achieved in November 2017	Amount Achieved to date	KPI's Remaining
Press releases	15	1	5	10
Media visits	10	0	17	0 (+7)
Media briefings	25	0	12	13
Coverage	Broadsheet: 10 Tabloid: 12 Regional: 14 Trade/B2B: 8 Consumer: 16 Online: 14 Broadcast: 1 Blogs: 8	Broadsheet: 0 Tabloid: 0 Regional: 0 Trade/B2B: 0 Consumer: 0 Online: 0 Broadcast: 0 Blogs: 1	Broadsheet: 0 Tabloid: 6 Regional: 0 Trade/B2B: 6 Consumer: 24 Online: 8 Broadcast: 1 Blogs: 14	Broadsheet: 10 Tabloid: 6 Regional: 14 Trade/B2B: 2 Consumer: 0 (+8) Online: 6 Broadcast: 0 Blogs: 0 (+6)

Coverage


Destination

Category	Date of publication	Publication	Journalist	Article	Circulation
Blog	23/11/2017	Alexander Adams Art	Alexander Adams	Dali and Schiaparelli	3,000

Coverage highlights:

Death & Desire: Dali & Schiaparelli, review

by Alexander Adams



Salvador Dalí and Elsa Schiaparelli were the most important designers of the 20th century. Dalí was a surrealist painter and Schiaparelli was a fashion designer. Their collaboration was a landmark in fashion design.

For the past 50 years, Dalí and Schiaparelli have been the most important designers of the 20th century. Dalí was a surrealist painter and Schiaparelli was a fashion designer. Their collaboration was a landmark in fashion design.

The book 'Death & Desire: Dali & Schiaparelli' by Alexander Adams is a comprehensive look at their collaboration. It covers their lives, their work, and their relationship. The book is well-written and easy to read. It is a must-read for anyone interested in fashion design or the history of the 20th century.




Image: Dalí and Schiaparelli. The yellow rotary telephone is a key element in Schiaparelli's design.

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Image: Dalí and Schiaparelli. The black and white fashion illustration shows a woman in a long, dark dress with a high collar and long sleeves.

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Activity

Key Pitches:

Journalist/blogger	Outlet	Topic
Lucy Thackray	Sunday Times	January hotlist
Rosie Patrick	Tie the Knot Scotland	Weddings at the Don CeSar
Sally Howard	Sunday Times	Non-Disney Florida
Susan D'Arcy	Sunday Times	New hotels: The Fenway
Catherine Cooper	Telegraph	Family holidays outside of summer

Activity

- Rooster continued to liaise with Visit Tampa Bay about potential twin trip, utilising new Iceland Air route to Tampa International
- Rooster coordinated/attended WTM meetings and attended the VSPC Ridgeview event
- Rooster forwarded VSPC content to Becky Fairlie-Clarke, Magic Torch PR, for Manchester Evening News/Birmingham Mail feature
- Rooster registered VSPC for IMM
- Rooster contacted Take Me Out competition prize winner

Media liaison

- Rooster researched marriage licenses in Florida for Rosie Patrick (Tie the Knot) and forwarded details
- Rooster provided destination information to Mary Moore-Mason (Essentially America) post-WTM
- Rooster contacted Lee Mason (Far Out) to discuss a trip post-WTM
- Rooster contacted Caroline Dawson (Gaydio) post-WTM ahead of Pride 2018 trip



Press Releases and Pitches

- Rooster read through bed tax details and drafted/distributed VSPC tourism boost release to trade media
- Rooster pitched Dali/Schiaparelli to short lead art media


Social


Facebook


- Facebook activity continued through November with weekly editorial calendars submitted and then implemented
- Rooster continued with customer responses and general management of the page
- Total page likes (UK) decreased from **5,817** on 1 November to **5,801** on 30 November, a decrease of **16**
- Total engagement (clicks) rate: **297** Total reach of our posts: **13,031**
Total impressions including shares/likes/news feed placement: **25,078**
- The most popular post was an image of City of Indian Rocks Beach. The post received **43 likes**, **4 comments** and **1 share** leading to a reach of **1,214**. There were **28 clicks** on the post (right).



 Visit St. Pete/Clearwater (GB, IE, SE, ...) Published by Alex Fenton (?) · 11 November at 09:10 · 




Clearwater Beach is showing off some postcard-perfect views today! Wish you were here? #LoveFL



 Get more likes, comments and shares
When you boost this post, you'll show it to more people.

 1214 people reached [Boost Post](#)

 Alison Dacomb, Donna Wilson-Mills and 40 others 3 Comments 

 Like  Comment  Share

Forthcoming activity and priorities

Activity

- Rooster/VSPC to plan for 2018, including meeting on 13 December
- New yoga hotspots/health trends

Press Trips

- Draft itineraries and contact partners regarding individual and group trip itineraries
- Ongoing monitoring of requests for press trip support/blogger requests
- Ongoing discussions with IcelandAir and Visit Tampa Bay regarding individual trips for regional publications on Tampa route
- IPW trips - Lindsay Sutton (hoping to travel to destination in April 2018); Will Hide; Domini Clark; Isabel Conway
- Preparing press trips for Summer 2018 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

Alex Fenton, Account Executive

E: TeamVSPC@rooster.co.uk

T: +44 (0)20 3440 8930

W: www.rooster.co.uk

Tw: @RoosterPR



Memo

To: David Downing; Leroy Bridges; Mackenzie Monteiro
From: NJF
Date: December 5, 2017
Subject: Account Activity November 2017

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

MEDIA PLACEMENTS

New York Post

November 28, 2017

Circulation: 433,114

Advertising Value: \$59,954

Unique Monthly Visitors: 104,918,175

As a result of our work with press trip attendee Alev Aktar, NJF secured a full-page feature on St. Petersburg's art/culture scene alongside multiple photos.

Sky

November 2017

Readership: 5M Passengers

Advertising Value: \$12,685

NJF shared coverage of The Dali Museum and "Dali & Schiaparelli" in the "Citylicious" section of Delta Air Lines' inflight publication.

Orbitz.com

November 10, 2017

Unique Monthly Visitors: 24,318,263

As a result of our work with freelance writer Aly Walansky, NJF secured coverage of Honeymoon Island in a roundup of the best places to get engaged in every state.

RD.com

November 9, 2017

Unique Monthly Visitors: 13,511,514

NJF secured coverage of St. Petersburg in a roundup of America's healthiest cities on the digital version of *Reader Digest* as a result of our work with freelance writer Lindsay Cohn.

Brit.co

November 24, 2017

Unique Monthly Visitors: 6,708,425

As a result of our work with freelance writer Kelli Acciaro, NJF secured coverage of St. Petersburg and the Don CeSar in a roundup of millennial pink hotels around the world.

FamilyTraveller.com

November 29, 2017

Unique Monthly Visitors: 390,910

NJF secured feature coverage of St. Petersburg's kid-friendly breweries as a result of our work with press trip attendee Hannah Freedman.

BellaNYC.com

November 15, 2017

Unique Monthly Visitors: 14,902

As a result of our work with editor Dionne Clarke, NJF secured coverage of Fenway Hotel in a roundup of beautiful hotels opening in 2018.

UPCOMING MEDIA PLACEMENTS

San Antonio Magazine

December 2017

Circulation: 31,989

As a result of the media stay coordinated for contributing editor Chris Warren, NJF secured upcoming destination coverage in the regional lifestyle magazine.

Today's Bride (Canada)

Winter 2017

Circulation: 100,000

NJF secured upcoming destination coverage of Clearwater in the Canadian bridal publication as a result of our work with editor Amy Bielby.

Go Escape

Winter 2017

Circulation: 100,000

As a result of our work with freelance writer Diane Bair, NJF secured upcoming coverage of Caladesi Island in the Florida/Caribbean issue of *USA Today's* travel magazine.

Journey

January 2018

Circulation: 657,910

As a result of our work and media stay coordinated for freelance writer Blane Bachelor, NJF secured upcoming coverage of St. Petersburg/Clearwater in the publication for AAA Washington members.

The Dallas Morning News

TBD

Circulation: 295,251

As a result of the coordinated media visit for freelance writer Katherine Rodeghier, NJF secured an upcoming destination feature on St. Petersburg's "renaissance."

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 freelance writer James Brock.

MEDIA VISITS & PRESS TRIPS

- NJF coordinated and staffed this year's press trip to St. Petersburg/Clearwater with the following media attendees:
 - **Family Traveller**, Hannah Freedman (Assistant Editor)
 - Freelance, Alev Aktar (*New York Post*, *The Wall Street Journal*, *The New York Times*)
 - Freelance, Amanda Ogle (*AFAR*, *American Way*, *Texas Highways*, *Paste*, *Greatist.com*)

- NJF provided a briefing book and remains in correspondence with all journalists to assist with outstanding coverage.
- NJF organized a media visit to St. Petersburg/Clearwater for freelance writer Alex Cavallo from November 16-19 to familiarize herself with the destination for a possible “Escape Artist” piece in *The Improper Bostonian*. NJF is assisting as needed.
- NJF coordinated a media visit for deputy editor Patrick Carone from December 14-17 to experience the destination for upcoming travel features on **Maxim.com**. NJF is assisting with itinerary and logistics.
- NJF organized a media visit to St. Petersburg for lifestyle reporter Joe Dziemianowicz from December 27-30 to research the destination for a possible travel feature in *New York Daily News*. NJF is assisting with logistics and itinerary.
- NJF secured interest from freelance writer Rachel Tepper Paley to visit St. Petersburg/Clearwater next year to experience Tarpon Springs and Dunedin for potential destination stories in *AFAR*. NJF is following up to confirm dates.
- NJF secured interest from freelance writer Paul Rubio (*Architectural Digest, Coastal Living, Condé Nast Traveler, Departures, Robb Report*) to visit the destination for consideration in upcoming travel stories. NJF is confirming dates.

PITCHING AND OUTREACH

- NJF pitched Fenway Hotel in a roundup of highly-anticipated 2018 hotel openings to short-lead travel, lifestyle, and general outlets including (but not limited to):
 - **ABCNews.com**
 - **CNTraveler.com**
 - *The New York Times*
 - *USA Today*
 - **VOGUE.com**
- NJF continued to pitch St. Petersburg and the Don CeSar in a roundup of millennial pink hotels to short-lead travel and lifestyle outlets including (but not limited to):
 - **AFAR.com**
 - **Buzzfeed.com**
 - **PopSugar.com**
 - **Refinery29.com**
 - **TravelandLeisure.com**
- NJF invited local media to attend the Rockefeller Center Tree Lighting on November 29. NJF confirmed the below journalists, but rescinded the invitations due to issues with NBC.
 - **EliteDaily.com**, Alexa Mellardo (Lifestyle Editor)
 - Freelance, Devorah Lev-TeV (*Robb Report, Hemispheres, Town & Country, Food & Wine*)
 - Freelance, Jordi Lippe-McGraw (*Condé Nast Traveler, Travel + Leisure, TODAY.com, New York Post*)
 - Freelance, Lindsay Stein (**EliteDaily.com, PopSugar.com, TheDailyMeal.com**)
 - **Hearst Digital Media**, Brie Schwartz (Senior Lifestyle Editor)
 - *USA Today*, Nancy Trejos (Travel Editor)
- NJF coordinated a dinner on November 28 for David Downing and *USA Today*'s Nancy Trejos in New York City to discuss destination news.
- NJF pitched The Dali Museum to freelance writer Alix Strauss for inclusion in a piece on museums that offer yoga in *LUXURY*. NJF is following up to determine interest.
- NJF shared details on Fenway Hotel's opening as well as renovations at the Vinoy and Hyatt Clearwater Beach with editor Nancy Trejos for inclusion in an upcoming piece in *USA Today*. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater to freelance writer Jonah Flicker for inclusion in a story on holiday light displays on **CNN.com**. NJF is following up to determine interest.

- NJF pitched St. Petersburg to freelance writer Michelle Gross for potential inclusion in a piece on under-the-radar food cities on **Fodors.com**. NJF is following up to determine interest.
- NJF pitched The James Museum and The Imagine Museum to freelance writer Meredith Rosenberg for inclusion in a story on museums worth visiting in 2018 on **TravelChannel.com**. NJF is following up to determine interest.
- NJF pitched St. Petersburg/Clearwater to freelance writer Jordi Lippe-McGraw for possible inclusion in a piece on the best beach vacations to take this winter on **ThePointsGuy.com**. NJF is following up to determine interest.
- NJF connected with John DiScala of Johnny Jet to discuss destination news. John will advise NJF the next time he is in the area.
- NJF continued to discuss the destination with freelance writer Ed Condran (*Bucks County Courier Times*, **PhillyVoice.com**, *Daily Record*, *Asbury Park Press*, *The Washington Times*) to assist with his upcoming stories.
- NJF continued to share images with freelance writer Chelle Koster Walton for upcoming stories in Allegiant Air's *Sunseeker*.

MISCELLANEOUS

- 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
- NJF provided Visit St. Petersburg/Clearwater with topline PR coverage metrics for the annual marketing meeting.
- NJF secured rates at The Maritime Hotel for Visit St. Petersburg/Clearwater in late November.
- NJF shared videographer options with Visit St. Petersburg/Clearwater to film background footage of the destination's activation in New York City.