

## **PUBLIC RELATIONS**

**November 2011**

**Prepared by: Mary Haban**  
Senior Manger, Public Relations

### **VISITING MEDIA:**

#### **Gillian Kendall visit - *Curve Magazine* – November 11-16**

We were pleased to welcome Gillian Kendall, a freelancer working on a story on Gulfport and St. Petersburg. While Ms. Kendall arranged for her own accommodations, we worked with her on must-see attractions, providing a list of potential things to do and arranging for admission at the Dali Museum. The story is slated to run in *Curve Magazine*, one of the most widely-read LGBT publications.

#### **Stephen Fries visit - *New Haven Register* – November 20-23**

Stephen Fries, along with videographer/producer Chris Bartlett, visited the area for a comprehensive piece on both St. Pete/Clearwater's attractions and dining highlights. Fries, who writes for the *New Haven Register*, along with contributing to a number of other outlets, stayed at the Postcard Inn on St. Pete Beach. In addition to securing his accommodations, we provided a list of activities that may be of interest, arranged for museum admission and worked with Postcard Inn on allowing Fries access to the kitchen of their on-site restaurant, Beachwood BBQ & Burger.

### **TRADE SHOWS/MEDIA MISSIONS/PROFFESIONAL DEVELOPMENT:**

#### **World Travel Market & PR Firm Meetings – London, England – November 6-11**

A sense of excitement filled the air at this year's World Travel Market, held November 7-10 at London's Excel Center. A bevy of heavy hitters from all facets of the travel industry descended on this high profile trade show, with one goal in mind – to seize the big opportunities before them. Ever-aware of this show's importance to the destination, Visit St. Pete/Clearwater stacked their decks and appointment schedules with some of the most illustrious and talented decision makers at many of the prized tour operators and travel agencies from around the globe. "We had one chance to make that lasting impression on some key executives – many whom would be booking their yearly business right at this very show," said Mary Haban, Senior PR Manager for VSPC. And that's exactly why VSPC took the extra steps to ensure their booth, team of leaders, and presence at this popular travel show – was nothing short of excellent.

Armed with a Winter the Dolphin themed booth, complete with two appointment centers, two counters, and a team of tourism pros to man it, it didn't take long for show-goers to realize this was one place they wanted to be. One of the signature moments at this year's World Travel

Market was the launch of Brand USA ~ which was unveiled to the entire tourism industry at a special reception in London's National Maritime Museum. Leaders from across the country and world packed this VIP event to witness the unveiling of the new name and learn about the strategic initiatives in store for selling the USA in this ever-competitive market. The Cooperation for Tourism Promotion (CTP) was on hand to host this major announcement, complete with new logos and marketing plans.

Other notable events included VSPC's attendance at the British Guild of Travel Writers 2011 Awards Dinner; as well as turning out of VISIT FLORIDA's UK Night.

Partners from the Alden Beach Resort, Sheraton Sand Key Resort, Sunset Vistas Beachfront Suites, and Commissioner John Morroni all took part in this top-tier trade show.

### **Social Media Symposium: SoMeT --- Tunica, MS, November 9--11**

David Downing was invited to give a presentation and represent the destination at this year's Symposium on the Use of Social Media in the Tourism Industry, also known as SoMeT 2011. His presentation, entitled "Social Networking or Social *Not*working," was a cooperative initiative with Nate Huff of Miles Media in which Downing presented VSPC's examples of social media (Facebook, Twitter) outreaches by VSPC and how each outlet was used in a different manner. The destination was heavily promoted during the presentation, which was attended by tourism professionals from around the United States.

### **SOCIAL MEDIA INITIATIVES:**

Throughout the month, the VSPC Public Relations Team continued to monitor and post updates on Facebook, Twitter and PressSuite pages to promote the destination to our ever-growing fan base. We are also monitoring news coverage on a daily basis, and forwarding positive coverage to our industry partners via email. We posted the following press releases on Facebook, PinellasCVB.com, PressBriefs, and VSPC's media page: "*VSPC's 2012 Marketing to Include Trip Advisor, Burger King, SiriusXM,*" "*LPGA Legends Tour to Tee Off at Innisbrook,*" "*Dixieland Jazz Classic Touts 26 Bands, Three Days of Music,*"

### **PRESS RELEASES, E-NEWSLETTERS AND INDUSTRY ALERTS:**

The VSPC Public Relations team has continued to fine-tune VSPC's new industry e-newsletter. The weekly publication, which we're calling *CVBeat*, debuted in October.

November 3 – Press release titled, "*VSPC's 2012 Marketing to Include Trip Advisor, Burger King, SiriusXM*" was sent to the media and industry.

November 7 – *CVBeat* newsletter titled, "*CVBeat: Update on South America, TripAdvisor Workshop*" was sent to the media and industry.

November 9 – TDC Recap titled, “*FY2011 Sees Third-Highest TDT Collection in Pinellas History*” was sent to the media and industry.

November 10 – Press release titled, “*LPGA Legends Tour to Tee Off at Innisbrook*” was sent to the media and industry.

November 14 – CVBeat newsletter titled, “*CVBeat: Tourism Tax Nears Record High, TripAdvisor Wednesday*” was sent to the media and industry.

November 17 – Press release titled, “*Dixieland Jazz Classic Touts 26 Bands, Three Days of Music*” was sent to the media and industry.

November 28 – CVBeat newsletter titled, “*CVBeat: Sports Commission Lands Softball Tourney, Winter Stays in Spotlight*” was sent to the media and industry.

#### **UK PR Firm and German Media Activities:**

Please refer to separate reports from each office.

#### **Outdoor/Nature PR Activities: November 2011**

- Researched and submitted text for the social media pages
  - Text and images of white pelicans at Fort De Soto Park, snowbirds escaping the brutal cold of the upper Midwest
  - Text and images promoting Audubon's search for "crowd sourcing" volunteers for the annual Christmas Bird Count
  - Text promoting the Weedon Bird Quest
- Updated a media news release/feature about St. Pete/Clearwater being the #1 boating area in Florida
  - Wrote a brief about Pinellas #1 boating status for The AuCoin Report, News Briefs from the Great Outdoors, distributed to about 4,000 outdoors, feature, and adventure travel media.
- Planned media visit Dec. 6-9
  - Bryan Hendricks (Arkansas Democrat Gazette) and Gary Garth (Louisville Courier Express) will arrive Dec. 6 and return Dec. 9.
  - Arranged guides for fishing on December 7 and 8.
  - Collaborated with the PR department on flights and accommodations.

- Researched a Cook-your-Fresh-Catch Gulf fishing expedition for media figure Stephen Fries.
  - Explored possibility of a similar fishing expedition for a small media group.
- Researched and responded to a query by travel writer Myscha Theriault (McClatchy) about beach honeymoons.

**UPCOMING MEDIA VISITS - TRADE SHOWS - PRESS GROUPS:**

- 1 – VISIT Florida Marketing Retreat – Orlando, Florida – November 30-December 2
- 2 – Jody Robbins visit - *Calgary Herald* – December 2-5
- 3 – Bryan Hendricks & Gary Garth visits – *Louisville Courier Journal/Arkansas Democrat Gazette*– December 6-9
- 4 - Adam Graham visit – *Endless Vacations* – December 27-28