

# **PUBLIC RELATIONS**

**November 2013**

**Prepared by: Paradise Advertising & Marketing**

## **VISITING MEDIA & INDUSTRY MEETINGS:**

### **World Travel Market, Nov. 3-6**

Members of VSPC and local representatives attended this annual international tourism conference in London and a leading global forum for the travel industry. The conference provided an ideal opportunity for the CVB to meet industry partners and members of the international media.

### **UK Family Friendly FAM: November 3-5**

Hosted by the Sandpearl, VSPC organized and supported a FAM tour for four British journalists and their four respective children. The itinerary included family-friendly stops at some must-sees including Captain Memo's Pirate Cruise, The Dali Museum (kids' tour), as well as various dining and theme-specific attractions and activities.

### **New York and Canadian media at Enjoy Arts and Tastes: November 13-17**

Hosted by the Birchwood, VSPC organized and supported a FAM tour of the destination for journalists from Forbes, Fodor's, NY Metro and En Route who attended the Enjoy Arts and Tastes festival. In addition to the event's main sessions, the itinerary included stops at many of our main attractions, including The Dali Museum, The Chihuly Collection, Tarpon Springs and downtown St. Pete, which enabled them to experience the best of our destination. Already, the coverage has been positive, with a stellar article in Fodor's, and more expected to run in early 2014.

### **Visit Florida Edelweiss: November 16-19**

Hosted by Guy Harvey Outpost, VSPC organized and supported a FAM tour for five German and Austrian journalists. The itinerary included stops at must-sees including The Dali Museum and The Chihuly, Fort DeSoto Park and Treasure Island, as well as various dining and theme-specific attractions and activities.

### **Savoir Vivre: November 15-22**

Hosted by the Dickens House and Hilton Clearwater Beach, VSPC organized and supported a FAM tour for two German journalists. The itinerary included stops at some must-sees including The Dali and Chihuly museums, Tarpon Springs, Fort DeSoto Park as well as various dining and theme-specific attractions and activities in downtown St. Pete.

### **Edelweiss/Job Exchange: November 19-22**

Hosted by the TradeWinds, VSPC helped organize and support in conjunction with Visit Tampa Bay a FAM tour for a group of five, including two journalists here to film a job exchange program (bar tender and museum director). The itinerary included stops at some must-sees including The Dali and Chihuly museums, and Fort DeSoto Park as well as various dining and theme-specific attractions and activities.

**Margit Boeckh/SRT: November 26-28**

Hosted by the Don CeSar, VSPC organized and supported a follow-up FAM tour for one German journalist writing a pet-themed travel piece. The itinerary focused on pet-related attractions in St. Pete.