



Pinellas County

Staff Report

File #: 16-790A, Version: 1

Subject:

Award of contract to Tourism Marketing Partnership for marketing services - United Kingdom, Ireland, and Scandinavia.

Recommended Action:

Approve the award of contract and execution of the agreement with Tourism Marketing Partnership for requirements of marketing services - United Kingdom (UK), Ireland, and Scandinavia.

Contract No. 156-0386-LI (JJ) in the amount not to exceed \$1,500,000.00 through September 30, 2021. Chairman to sign and Clerk to attest.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

This contract provides marketing representation services within the UK, Ireland and Scandinavian markets. Marketing representation services are required to assist Convention and Visitors Bureau (CVB) staff to meet international tourism program goals and objectives.

In conjunction with CVB staff, Tourism Marketing Partnership will develop, present for approval, and execute programs and activities designed to 1) increase awareness of the County as a premier travel destination and 2) increase tourism business for the County.

Background Information:

This contract was competitively solicited as a letter of interest on May 13, 2016.

The Tourist Development Council (TDC) approved funding for this service on June 15, 2016.

Services include but are not limited to: development of direct sales plans utilizing country specific strategies, coordination of advertising campaigns, participation in consumer and travel trade shows, direct sales programs, travel agent training programs, familiarization tour development, liaising with wholesalers, online travel agencies and tour operators, and oversight of the trade and consumer fulfillment program.

According to Research Data Services, Inc., visitation from the UK has increased by approximately 15.5% from 2010 to 2015. During Fiscal Year 2017, the economic impact from the UK is anticipated to increase by 3.5%.

Fiscal Impact:

Estimated sixty (60) month expenditure not to exceed: \$1,500,000.00

Funding is derived from the Tourist Development Tax.

Tourism Marketing Partnership is the current provider of these services. This contract reflects a 3.5% increase over the expiring contract.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau
Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Services Agreement