



TOURISM UPDATE BCC WORK SESSION

May 19, 2022

TOURISM UPDATE



- **General Tourism Update**
 - How Did We Do This Spring?
 - What Do We See Going Forward?
- **Data Driven Studies**
 - Brand Perception Study
 - Website ROI Study
 - Ad Effectiveness Study
- **Unwind & Be Kind Campaign**



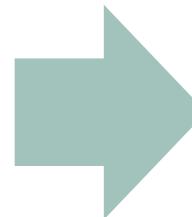
ST. PETE
CLEARWATER

chill mode on
Unwind & Be Kind



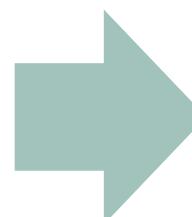
GOALS

Support our local workforce and community and ensure travelers have a wonderful experience in St. Pete/Clearwater!



Remind travelers to practice patience and be kind.

Take care of our destination!



Encourage preservation and sustainability of our environment.

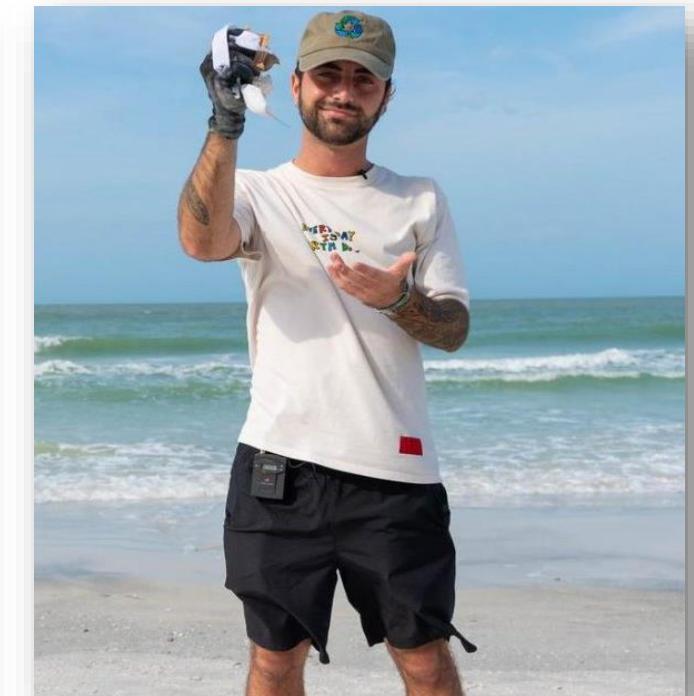
BRAND PARTNERSHIPS



KEEP AMERICA BEAUTIFUL AFFILIATE



- @trashcaulin
- Redington Beach local
- 1.4 million followers on TikTok
- Eco Activist



RESULTS THROUGH TODAY

6 beach cleanups across the county

Approximately **353 lbs.** of trash collected

400+ volunteers

21 media placements

3 radio interviews

80,837,330+ media impressions