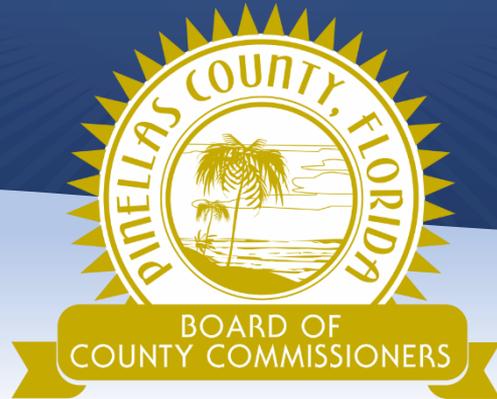


Doing Things!

To Serve the Public

Convention & Visitors Bureau



Our Vision:
To Be the Standard for
Public Service in America.

Doing Things! Presentation

Presented by Jim Dean

February 14, 2019



Our Vision: To Be the Standard for Public Service in America.



Who We Are



- **52.0 FTE, 2.4% of County Administrator Workforce**
 - **Advertising & Promotions**
 - **Digital & Communications**
 - **Latin American Sales**
 - **Leisure Travel**
 - **Meetings, Conventions, & Event Services**
 - **Film**
 - **Sports & Events**
 - **Executive & Accounting/Administration**



ST.PETE
CLEARWATER



ST.PETE
CLEARWATER
FILM COMMISSION



ST.PETE
CLEARWATER
SPORTS & EVENTS





- **Grow the Economic Footprint of Tourism to Pinellas**
 - **Market, advertise, & promote Pinellas County**
 - **Attract & retain air service**
 - **Partner with stakeholders**



What We Do



- Support High-Profile Events
- Support Capital Projects
- Support the County's
#1 Employer: Tourism



What We Do



- **Source Markets**
 - Domestic U.S.
 - UK, Ireland & Scandinavia
 - Germany & Central Europe
 - Canada
 - Latin America



What We Do



- **Traditional Advertising**
 - **Regional**
 - **State**
 - **National**
 - **International**



↑ |   Rental Cars
  Economy

Bag Claim 1-3   ↑
Local Bus  

 Bag Claim 9-15

Bag Claim 9-15
Go to Level 2 and cross
Terminal to Red elevators

 Rental Cars

Bag Claim 1-3
Local Bus



ST. PETE
CLEARWATER

LOVE THE BEACH

HOT RESTAURANTS,
ARTS, COOL ATTRACTIONS,
360° VIDEOS AND MORE AT
VisitStPeteClearwater.com

What We Do





M-412

The billboard features a woman lying on her stomach on a sandy beach, looking towards the camera. The background shows palm trees and a clear sky. The text is overlaid on the image.

 ST. PETE
CLEARWATER
TheAmericanTropics.com

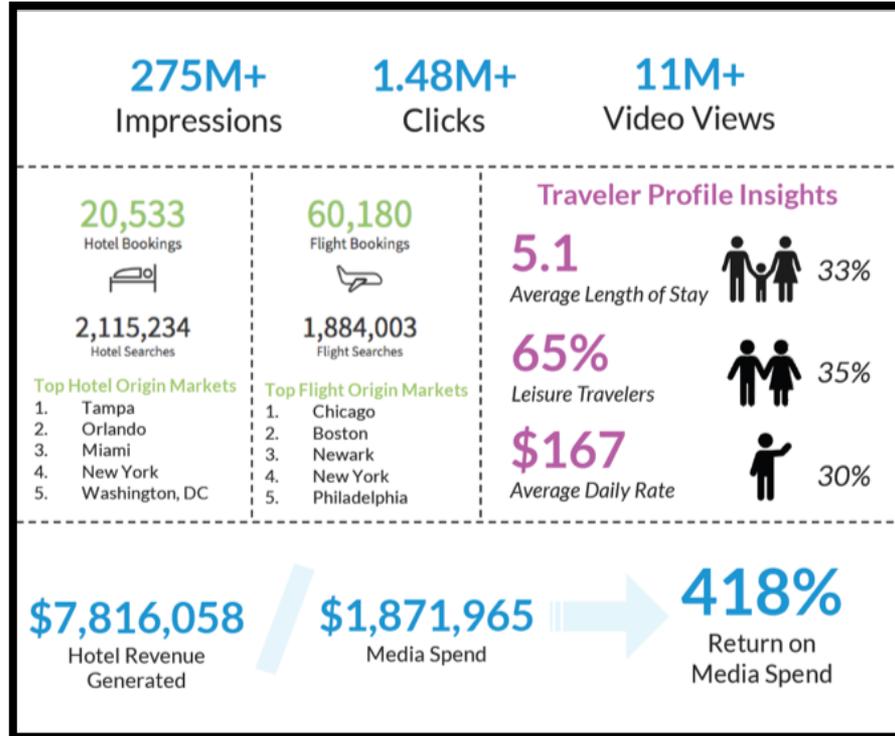
**LOVE THE
BEACH**

94 Street

What We Do



Things Done



Source: Miles Partnership



Things Done



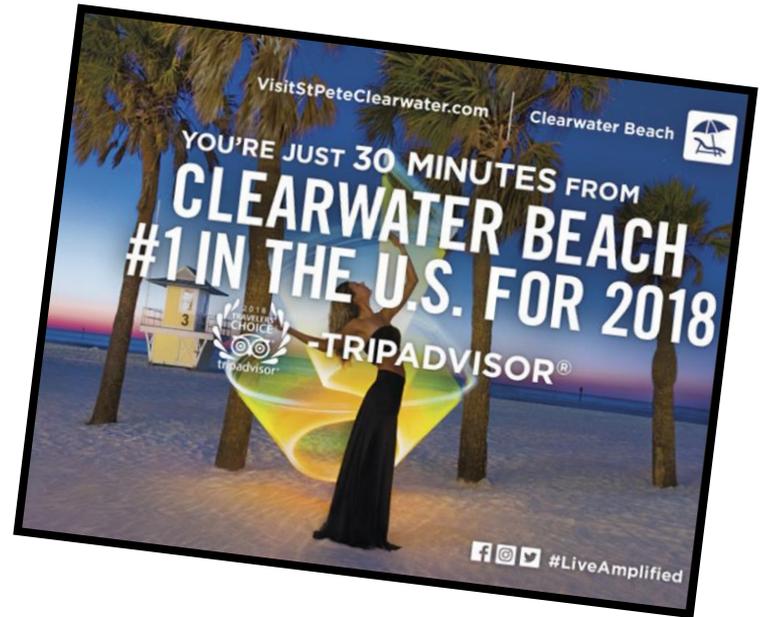
	2017	2018	% Change
Rooms Sold	4,814,752	4,839,197	+0.5%
Average Daily Rate	\$144.51	\$149.11	+3.2%
Revenue per Available Room	\$104.63	\$105.96	+1.3%

Source: Smith Travel Research

Things Done



- **BeachesofOrlando.com**
- **Craft Brewery Passport**
- **Best Beach in the U.S.**
- **Go Gulf Coasting Campaign**
- **ExperienceCentralAve.com**



Things Done

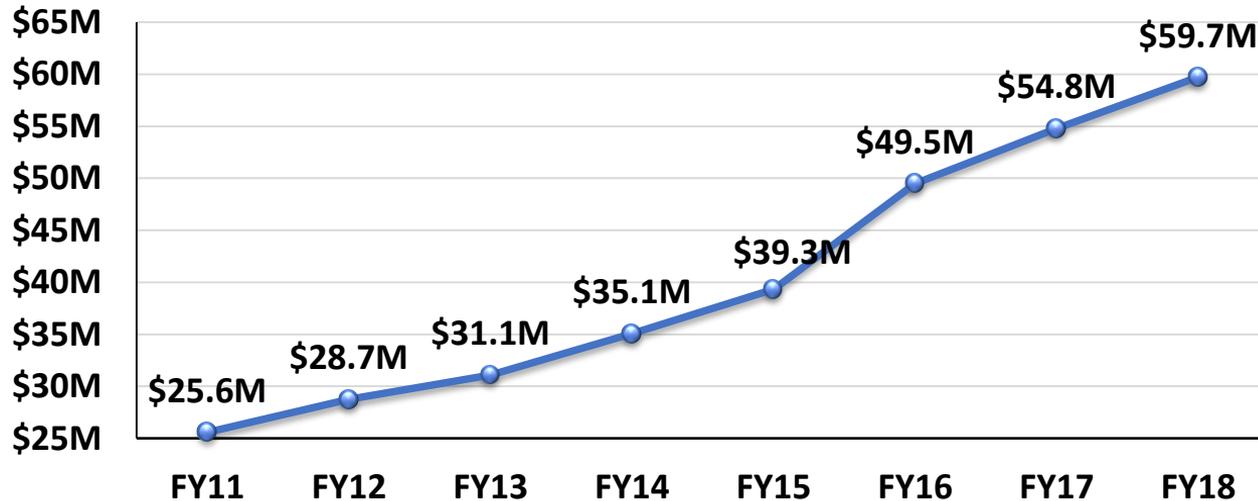


- **Sports & Events - Activations**
- **Relaunched Emergency Procedures**
- **New Industry Website/Webinars**
 - **Partners.VisitStPeteClearwater.com**
- **Red Tide Response**
 - **BeachesUpdate.com**





- **Increase Tourist Development Tax (TDT) Revenue**



Source: Pinellas County Tax Collector





- **Continue to Expand Latin American Market**



Latin America Representation





- **Increase the Average Daily Rate (ADR)**
- **Leverage Technology to Increase Brand Presence Across All Media Platforms**
- **Implement State of the Art Business Intelligence Tool (BI)**



Thank you!



Our Vision: To Be the Standard for Public Service in America.