



MARKETING UPDATE

JOINT BCC/TDC MEETING

09.14.2023

FY 2023 TOPLINE OVERVIEW



Marketing Objectives

- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture
- Promote St. Pete/Clearwater among diverse audiences as a welcoming and inclusive destination
- Position Visit St. Pete/Clearwater as the official destination management organization that not only promotes tourism but helps manage its impacts on residents and partners
- Build resilience through promoting greater sustainability and inclusion
- Be the storyteller for the destination
- Focus on programs with a high ROI/high value
 - *Room nights, visitor spending, TDT generation, stakeholder value/participation*



Marketing Strategies

- Continue to explore opportunities to efficiently increase awareness, intent and travel from out-of-state markets
- Optimize the brand platform, audiences and markets based on fielded research and data inputs
- Create integrated campaigns that push consumers through the marketing funnel
- Identify opportunities to elevate the brand through partnerships, activations and unique media opportunities
- Market St. Pete/Clearwater as a four-season destination in Florida with an annual media presence with focus on need periods
- Foster collaboration and communication with partners
- Communicate with residents through in-market community initiatives and events



Marketing Funnel

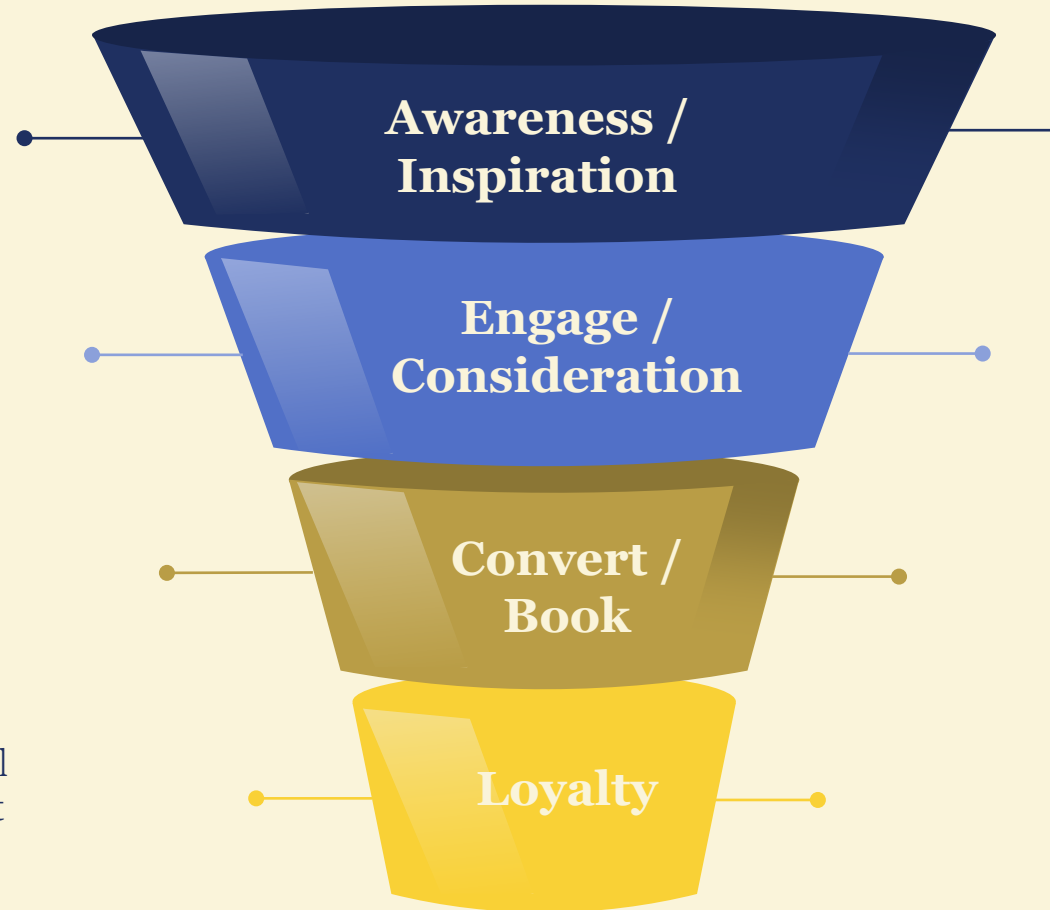
MEDIA TACTICS

TV, Radio, Out-of-Home,
Sponsorships, Experiential, CTV,
Video, Display, Rich Media, Social,
Public Relations

Promotional Radio, Display,
Rich Media, Social, Paid Search

Retargeting, Travel Partners,
OTA's, Paid Search

Email Newsletters, Magazine Annual
Subscribers, Social Media, In-market
partnerships



**Awareness /
Inspiration**

**Engage /
Consideration**

**Convert /
Book**

Loyalty

KEY PERFORMANCE INDICATORS (KPI)

Awareness, Intent, Video
Completion Rate, Viewability

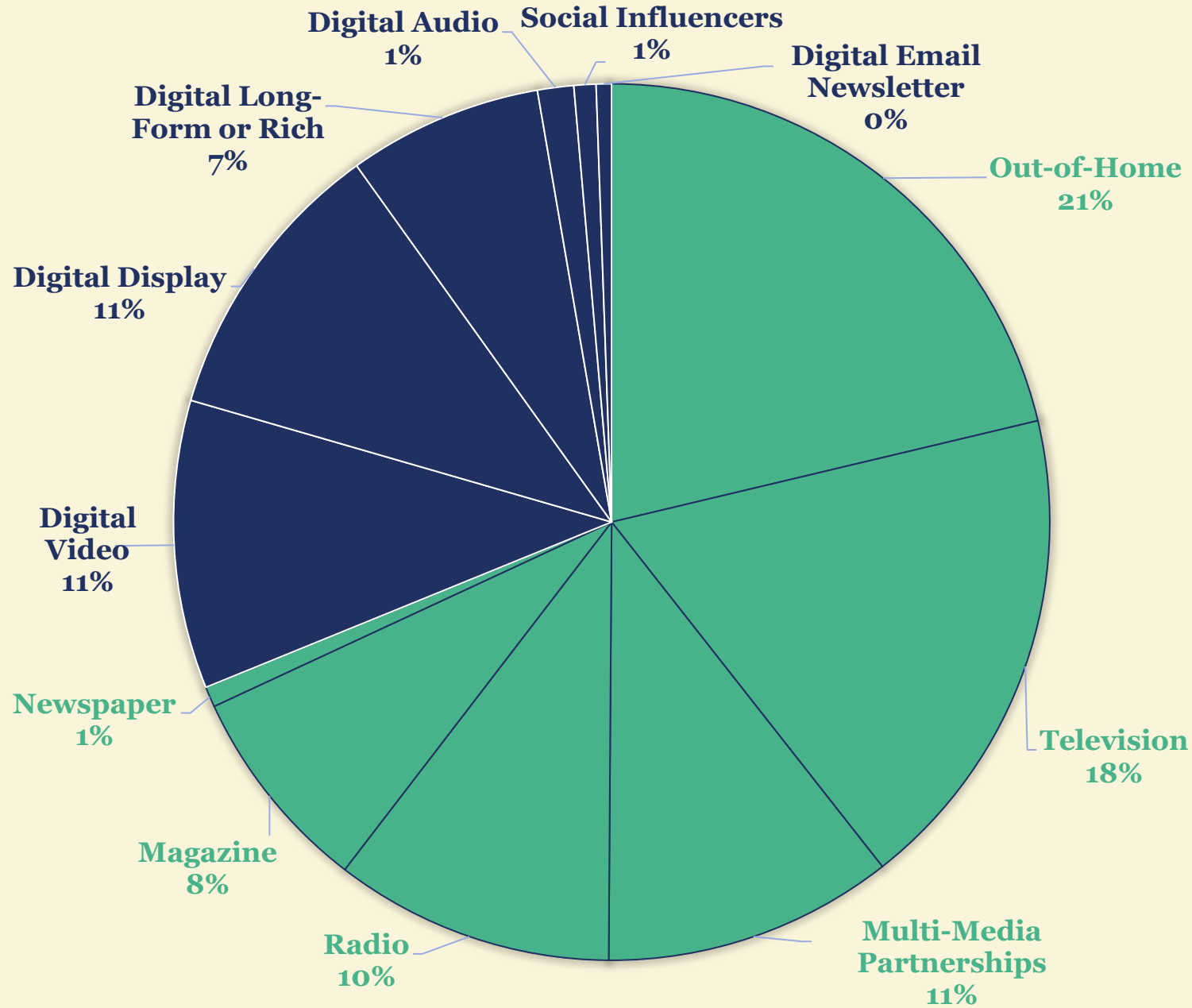
Page views, Site engagement,
Rich media engagement

Arrivals, Hotel Bookings,
Flight Bookings

Subscribers, Followers

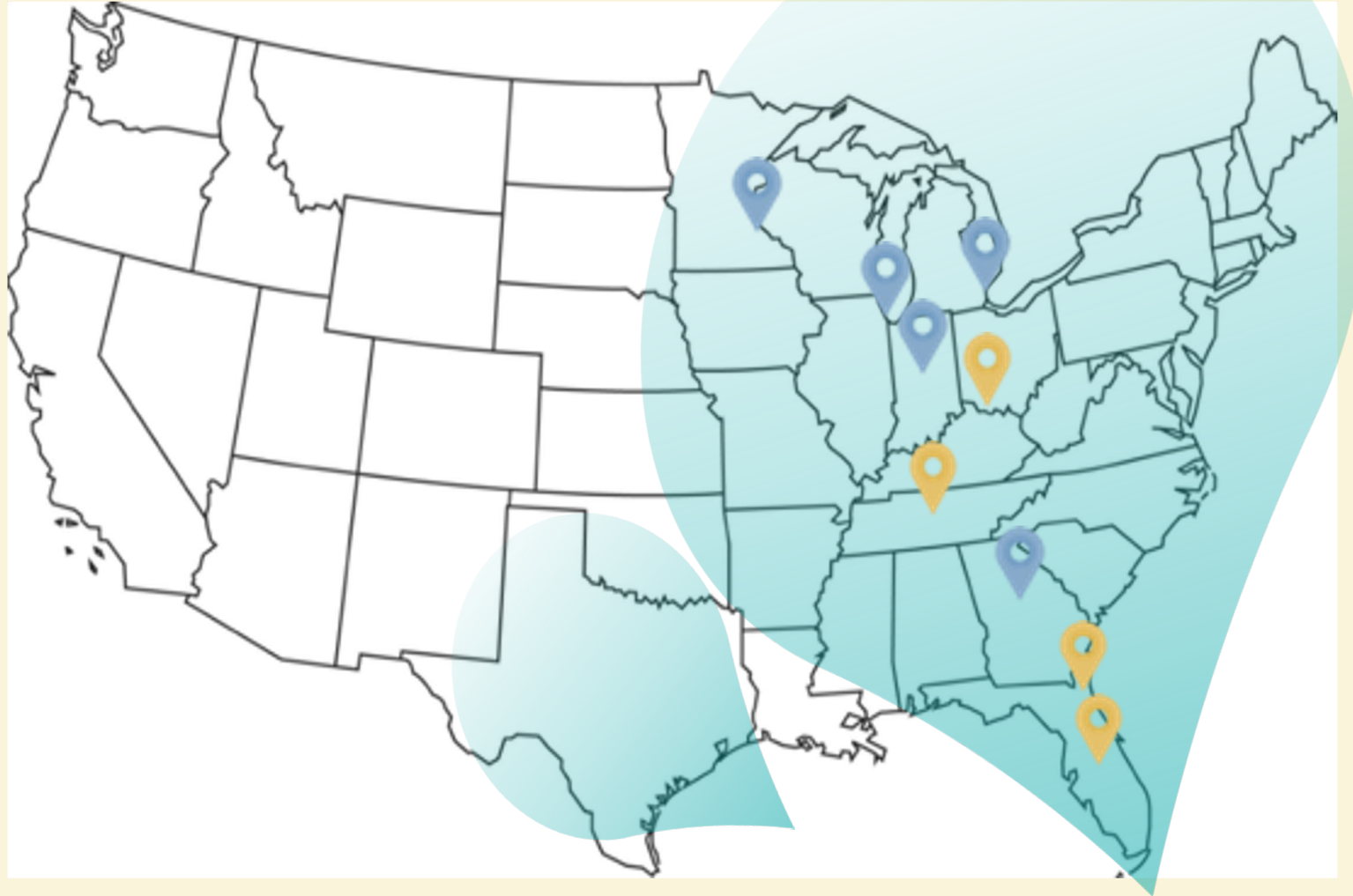
Marketing Media Mix

Out-of-Home	\$	3,187,272.00
Television	\$	2,712,248.11
Multi-Media Partnership	\$	1,603,558.00
Digital: Video	\$	1,592,700.00
Digital: Display	\$	1,591,897.00
Radio	\$	1,544,802.05
Magazine	\$	1,148,339.10
Digital: Long-Form or Rich	\$	1,074,300.00
Digital: Audio	\$	200,000.00
Promotion (Experiential)	\$	121,635.00
Newspaper	\$	112,890.00
Digital: Email Newsletter	\$	84,675.00
	\$	14,974,316.26



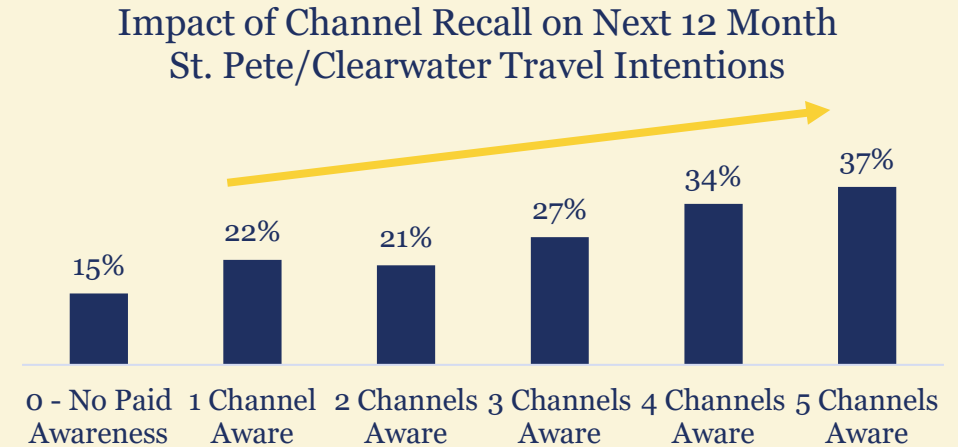
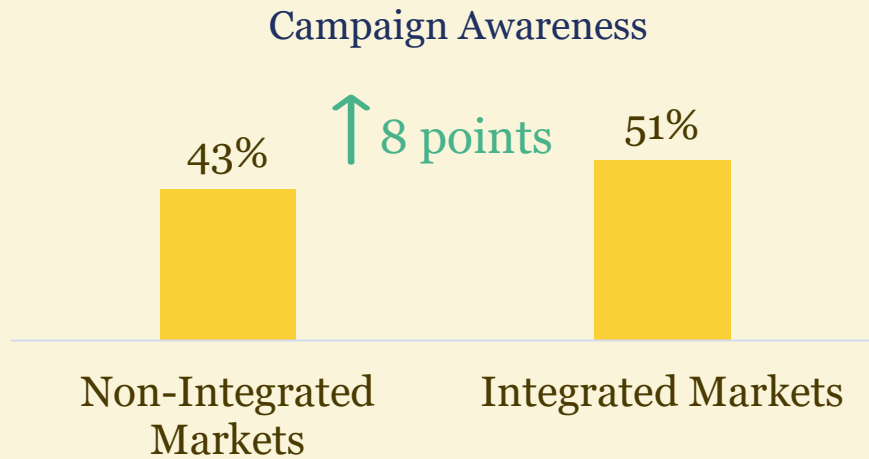
Where were we targeting?

- Digital gives broad coverage of most of the eastern US and Texas and supports traditional markets, which are highlighted by the pins:
- Developmental Markets
 - Chicago
 - Atlanta
 - Indianapolis
 - Minneapolis
 - Detroit
- Maintenance Markets
 - Nashville
 - Cincinnati
 - Jacksonville
 - Orlando



Importance of Media Integration

The Advertising Campaign Awareness & ROI Study last conducted confirmed the effectiveness and importance of integration (digital + traditional), with increased awareness and lift in travel intentions among integrated markets.

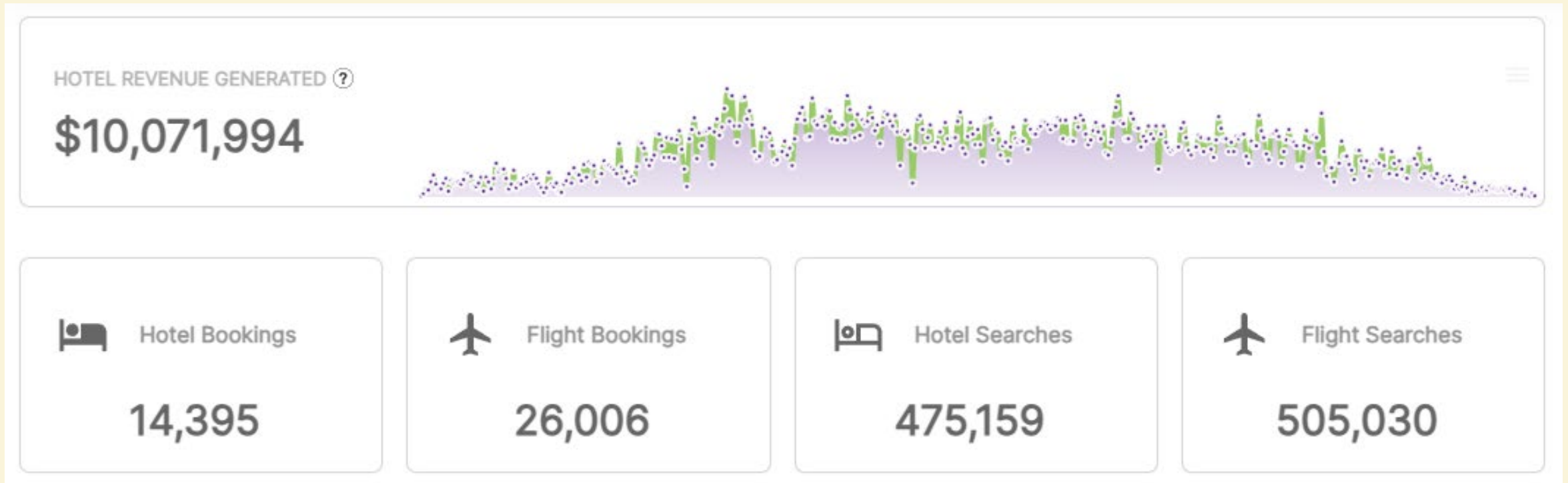


FY 23 RESULTS TO DATE







Digital Performance

Observed Hotel Bookings that can be attributed to VSPC Digital Marketing
(Ads were served, then visitor booked hotel from October 1, 2022 – August 30, 2023)



Digital Performance

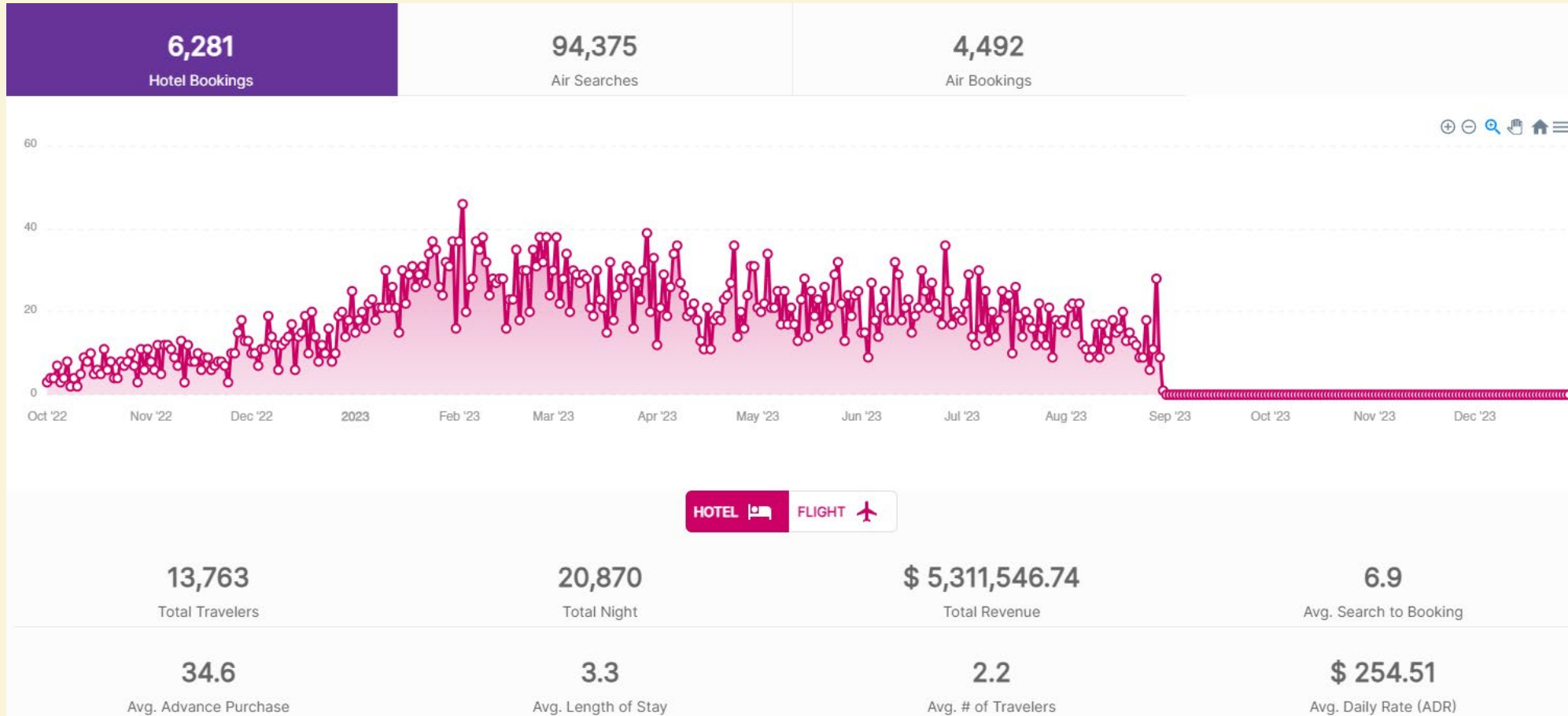
In-Market Visitor Spend that can be attributed to VSPC Digital Marketing
(Ads were served, then visitor travelled to destination from October 2022 – March 2023)

TOTAL CREDIT CARD SPEND			
\$179,821,590.26			
 # TRAVELERS	611,910	 TOTAL # TXNS	2,818,297
 SPEND / TRAVELER	\$293.87	 SPEND / TXN	\$63.81

Source: ADARA, A RateGain Company Expenditure Report

Website Performance

Observed Hotel Bookings attributed to VisitStPeteClearwater.com
(Visited website, then booked hotel from October 1, 2022 – August 24, 2023)



Source: ADARA, A RateGain Company Impact

Overall Consumer Campaign Performance

Economic Impact of St. Pete/Clearwater's Fall-Winter 2021/22 Campaign

Total direct visitor spending generated by the campaign	\$153,767,500
Total economic impact generated by the campaign (multipliers included)	\$247,812,000
Campaign spend	\$6,934,561
Overall ROI (multipliers included)	\$35.74
Taxes generated by the campaign (multipliers included)	\$10,734,400
Tax ROI (multipliers included)	\$1.55

Source: Future Partners (formerly Destination Analysts) Advertising Campaign Awareness & ROI (Fall-Winter 2021/22 Campaign)

FY24 PLANNING CONSIDERATIONS



FY24 Planning Considerations

- Business intelligence tools identify which markets offer the best opportunity and ROI, and points to new and returning markets, such as New York City
- International visitation continues to return and is projected to recover in 2024 and 2025, necessitating the need to increase budgets in Canada, UK, Germany and Latin America
- Per outcomes from the strategic plan, need to continue to focus on the importance of portraying the beach but also showing more of the uniqueness of the destination and the diversity of activities
- Competitive pressure among other Florida beach destinations vying for similar audiences requires implementation of new media providers to help stand out





ST.PETE
CLEARWATER

