



Doing Things!

Convention and Visitors Bureau
d/b/a Visit St. Petersburg/Clearwater
Work Session Presentation
Presented by: David Downing, Director
January 19, 2016



Who We Are

- 46 FTE (2%)
 - Advertising and Promotions
 - Media and Interactive
 - Hospitality Education
 - Leisure Travel – U.S. and Canada
 - Latin American Sales
 - Meetings and Conventions
 - Film Commission
 - Sports Commission
 - Executive and Accounting/Admin



**ST.PETERSBURG
CLEARWATER**



**ST.PETERSBURG
CLEARWATER
SPORTS COMMISSION**

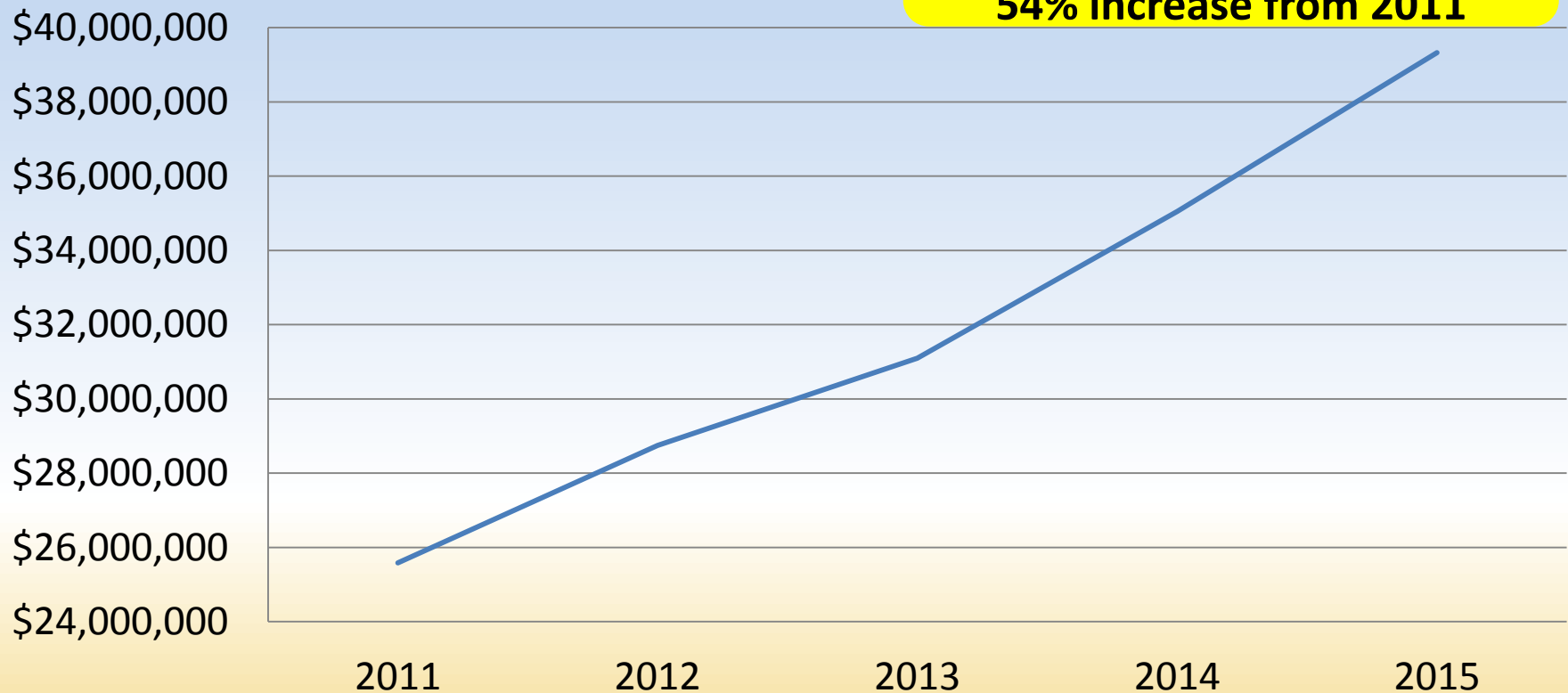


**ST.PETERSBURG
CLEARWATER
FILM COMMISSION**

Bed Tax by Fiscal Year

\$39,322,494

54% increase from 2011



What We Do

- Market Pinellas County in accordance with the Tourist Development Plan (TDP)
- Advertise and promote domestically and in select international markets
- Creative and broad range of advertising

What We Do

- Partner with local stakeholders
- Support high-profile third-party events
- Attract and retain air service to the destination
- Employ residents and attract visitors

Foster Continual Economic Growth and Vitality

- 4.4 Invest in infrastructure to meet current and future needs
 - Capital Project Funding Program: museums, sports facilities, spring training, etc.
 - Beach nourishment
 - Penny for Pinellas: visitors contributed 30.4% in 2014

Foster Continual Economic Growth and Vitality

- 4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors
 - Increase total economic impact to the local economy
 - Increase destination awareness
 - Increase TDT collections
 - Support efforts of Creative Pinellas



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**CRANK UP
SOMETHING BESIDES
THE THERMOSTAT.**

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Opportunities

- Continue to positively impact local economy through tourism

Doing Things:

- Increase in-market visitor expenditures (4.6)
- Increase brand awareness in key markets (4.6)
- Grow/establish brand in emerging markets (4.6)
- Differentiate destination from competitors (4.6)
- Engage chambers/municipalities (5.1)
- Status of Capital Projects Funding Process (4.6)

Opportunities

- Keep brand lively, relevant and top-of-mind

Doing Things:

- Continue robust advertising and marketing outreach (4.6)
- Engage visitors across relevant social platforms (5.3)
- Leverage unique selling propositions (USPs) and accolades (4.6)
- Engage multiple demographics simultaneously (5.2)

Opportunities

- Grow yield rather than volume

Doing Things:

- Support high-quality development (4.4)
- Focus on visitor experience (5.4)
- Diversify markets---China, West Coast, etc. (4.6)
- Leverage marketing partnerships with aspirational brands (5.2)
- Continued focus on “Live Amplified” experience (4.6)



4.6 Key Measures

- Occupancy Rate, Average Daily Rate (ADR) and Revenue Per Available Room (RevPar)
- Tourist Development Tax collections (TDT)
- Repeat visitation
- Average length of stay
- Economic Impact

4.6 Key Measures

- Growth of markets/market share
- Definite room nights
- Growth of website visitation, digital engagement
- Attraction of new business (sports, film, meetings, leisure) and/or events

Thank you

