

Doing Things!

To Serve the Public

Convention & Visitors Bureau

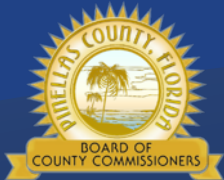


Our Vision:
To Be the Standard for
Public Service in America.

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**



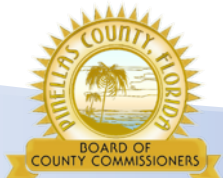
**ST.PETE
CLEARWATER**



**ST.PETE
CLEARWATER
FILM COMMISSION**



**ST.PETE
CLEARWATER
SPORTS & EVENTS**



What We Do



- **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 | 

 10

Bag Claim 9-15
Go to Level 2 and once
terminal to find elevators

↑ |  Rental Cars
 Economy

Bag Claim 1-3 |  ↑



ST. PETE
CLEARWATER
**LOVE THE
BEACH**

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

What We Do



M-412

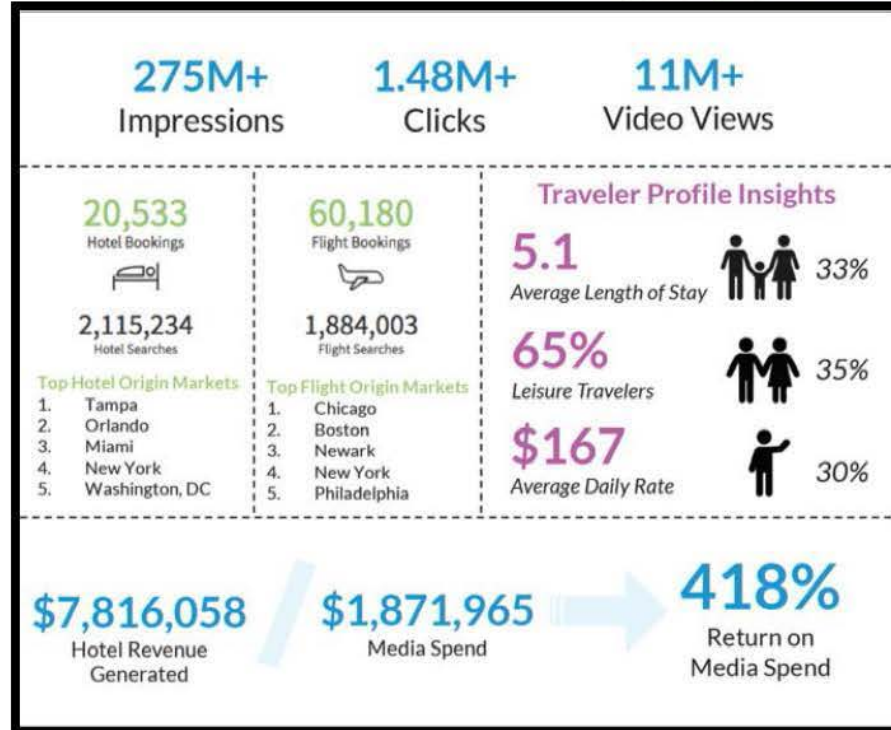


Our Vision: To Be the Standard for Public Service in America.

What We Do



Things Done



Source: Miles Partnership



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

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

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

Things Done



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



Things Done

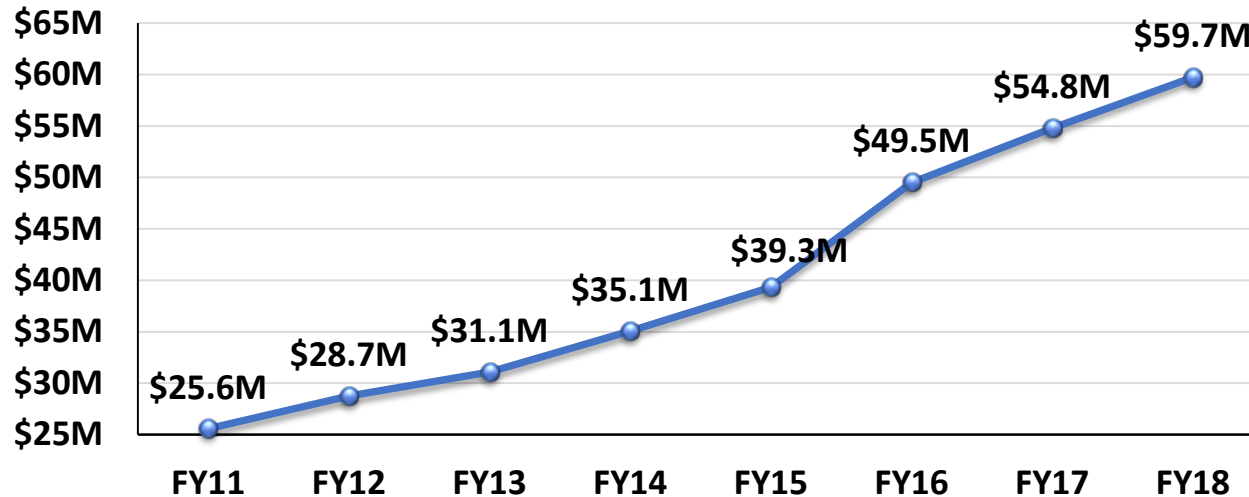


- **Sports & Events - Activations**
- **Relaunched Emergency Procedures**
- **New Industry Website/Webinars**
 - **Partners.VisitStPeteClearwater.com**
- **Red Tide Response**
 - **BeachesUpdate.com**





- Increase Tourist Development Tax (TDT) Revenue**



Source: Pinellas County Tax Collector



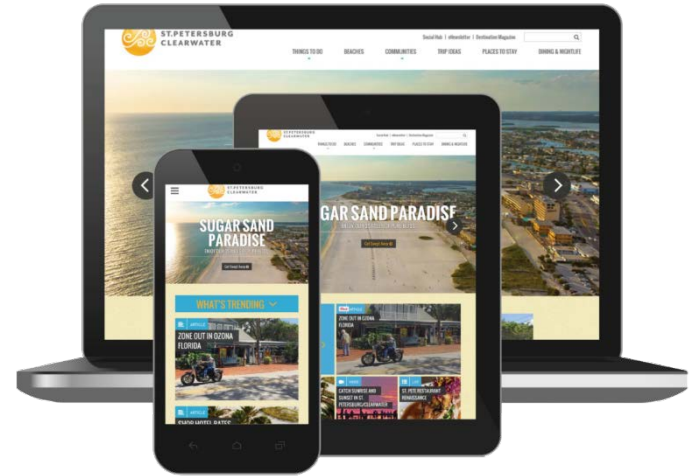
- **Continue to Expand Latin American Market**

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!

