

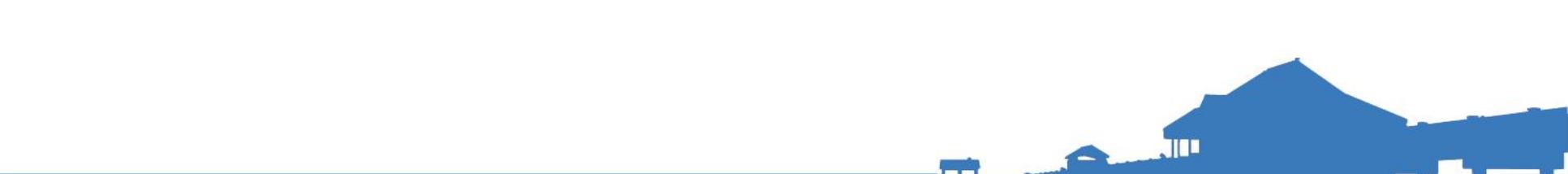


Year-End Review

Tourism Marketing and

PR Activities

December 1, 2014



**Clearwater Visitor Statistics:
Year Over Year Comparison
2013 and 2014**

Fall & Winter Statistics



↑ 8.3% in Visitor Numbers

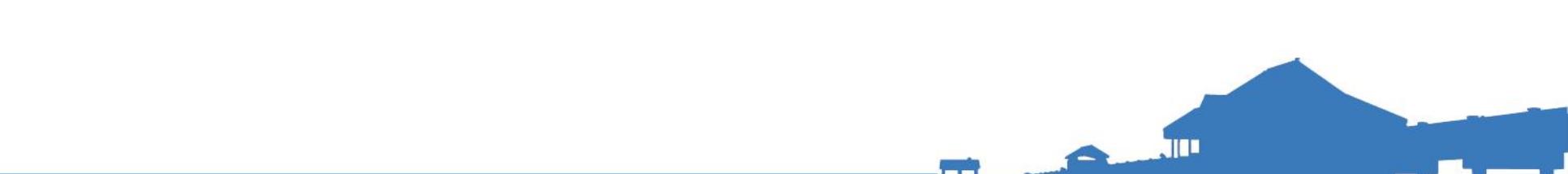
581,100 Visitors

↑ 6.29% in Expenditure

\$516,286.700

↑ 6.29% in Economic Impact

\$1,028,236,600



Achievements

National Campaign

- **Offerpop Twitter Promotion and Give-away**
- **In Partnership With Shephard's Beach Resort**
- **Generated 63% Growth in Followers in 3 Months**
- **Reached More Than 580,000 Twitter Users**



Website



- **Received 276,660 Unique Visitors to the Website in 2013/14**
- **Growth of 2013/14**
- **Individual Month with Exceptional Growth – Sept '14 Grew 61% over Sept '13**

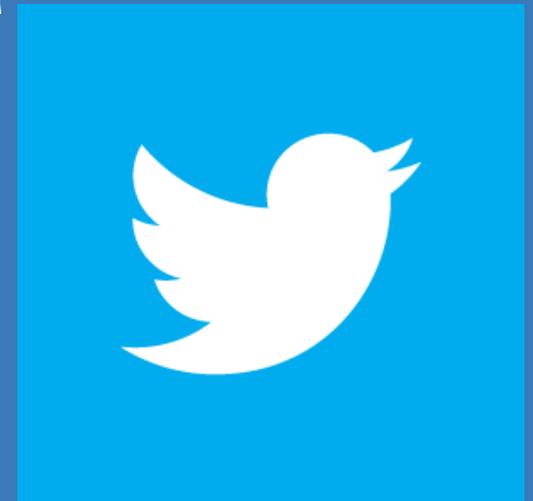
Technology



- **Developed Mobile Website for Smartphones and Tablets**
- **Site Has Received More Than 107,000 Visits on Mobile Devices Since Launching**
- **Mobile App**

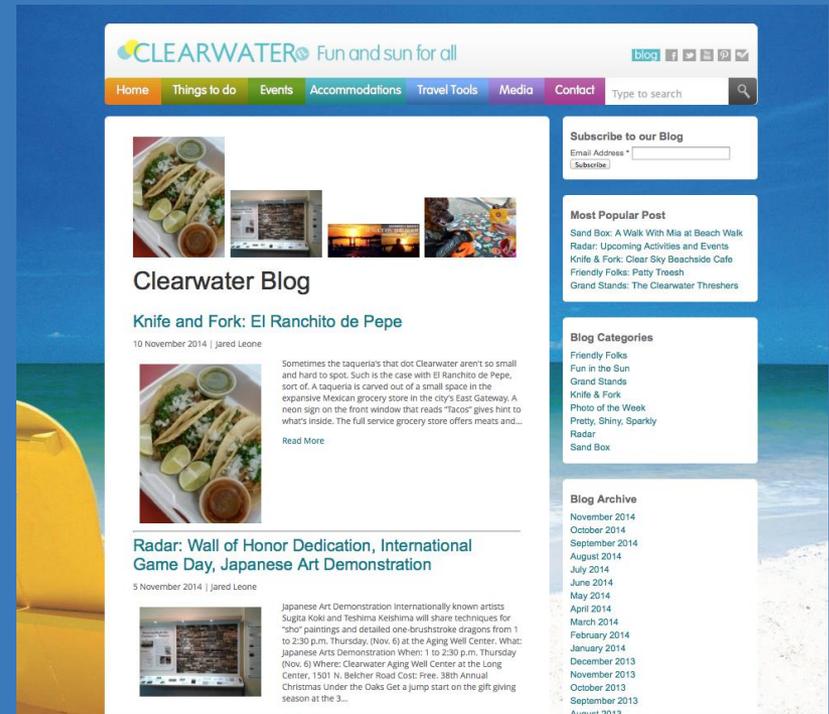
Social Media: Twitter

- **@MyClearwater**
- **149% Follower Increase in 2014**
- **More than 6,500 current Twitter followers**
- **Klout Score of 53**



Clearwater Blog

- Insider Perspective
- Unique, Interesting, and Engaging Content
- Relevant for Search Engine Optimization



Media Outreach



- **13 Press Releases Distributed, Reaching an Average of 4,700 Media Each**
- **318 Targeted Media Pitches**
- **2 Releases via Newswire Mailings**

Coverage Generated



- **4 Major Broadcast Shows**
- **135 Articles**
- **Advertising Value: More Than \$5 Million**
- **Focus on Quality National Coverage With Special Attention to Broadcast Coverage**

TODAY Show

- TV Coverage of Clearwater and the Pier 60 Sugar Sand Festival on the Today Show



Weather Channel

- Weather Channel Featured the Pier 60 Sugar Sand Festival Extensively with Nine Segments

YOU'RE WATCHING

AM HQ

High Tide

6:16p

AMHQ

SAVING THE SAND

48° **STAMFORD** NOW
Midwest this evening
Cleaning up after spring storms in the South. / Airport Delays
Cloudy 47° Feels like 47° Humidity 96%
Averages Today
Watch Today

Sugar Sand Festival

Florida Rain

Local on the 8s

Weather Center Live

Birmingham Flooding

High Tide

6:14p

Wake Up With Al

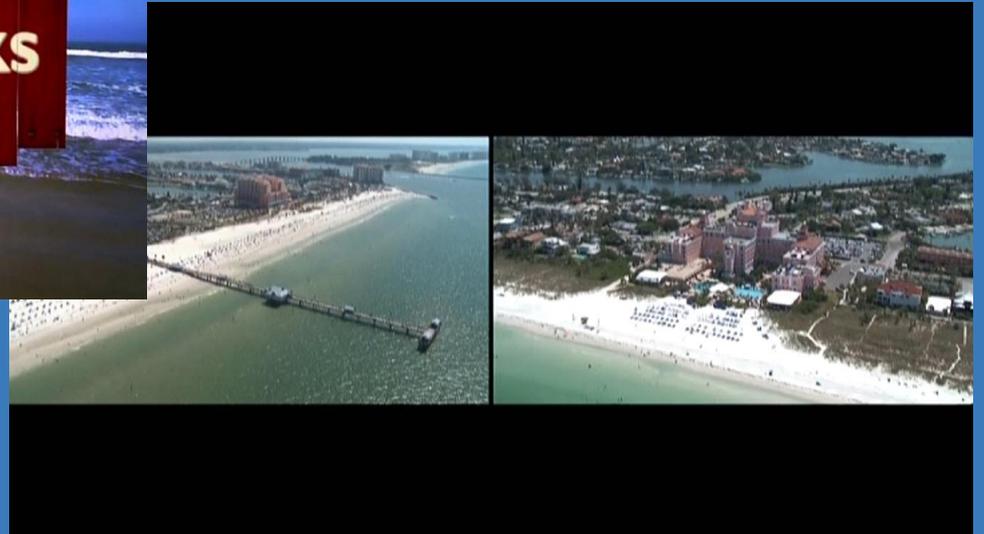
RAINY DAY AT SUGAR SAND FESTIVAL

48° **GREENWICH** TODAY
Very high Wed
Check the PollenCast for your city at weather.com/p
Airport Delays
Averages Today
Watch Today

11AM	12PM	1PM	2PM	3PM	4PM
54	56	58	60	61	61

Travel Channel

- **The Travel Channel Featured Clearwater Beach in an Episode of Bikinis & Boardwalks**



NY1 Travel with Val

- **NY 1's Valarie D'Elia Attended the Pier 60 Sugar Sand Festival and Featured the Event, plus Dolphin Tale 2 in a Segment**



Coverage

The logo for USA Today, featuring the words "USA" and "TODAY" in white, bold, sans-serif font. The "U" in "USA" is stylized with horizontal lines. The logo is set against a blue square background.

**USA
TODAY**

The logo for the Los Angeles Times, featuring the words "Los Angeles Times" in a black, gothic-style serif font. The logo is set against a blue background.

Los Angeles Times

The logo for Condé Nast Traveler, featuring the words "Condé Nast" in a small, white, sans-serif font above the word "Traveler" in a large, white, serif font. The logo is set against a black square background.

**Condé Nast
Traveler**

AFAR

TRAVEL WEEKLY

Coverage



MEN'S JOURNAL

YAHOO!



The New York Times



Press Trips: Group



Clearwater Beach Uncorked February 2014

- **USA Today**
- **Miami Herald**
- **Glamour.com**
- **Daily Meal, Just Luxe**
- **Gold Coast Mag, Boca Life Mag,
Fort Lauderdale, Palm Beacher
and more**

Press Trips: Individual Media



Seven Individual Media Visits Including:

- **Forbes.com**
- **Weather Channel**
- **Insider Magazine**
- **NY1/Travel with Val**
- **PetPalsTV**
- **The Trading Travelers**
- **Travel Weekly**

Photography Update



- **Photoshoot for Destination**
- **235 New High Resolution Images**
- **Available on Flickr for Download and Use**
- **Hosted by Sheraton Sand Key**



Media Mission



- **Arranged New York Media Mission for City of Clearwater in September 2014**
- **Capitalized on Dolphin Tale 2 Release**
- **Arranged Meetings with Nine Media including Travel + Leisure, Family Circle, Budget Travel, Martha Stewart Weddings, Brides Magazine and More**

Media Mission: Event



- **Hosted an Ice Cream Social for 68 Journalists**
- **Focus on Dolphin Tale 2 Release**
- **Event was Hosted at Off The Wall Frozen Yogurt in Midtown**
- **Created Interactive Social Media Opportunity: Photo Booth for Journalists to Capture their Picture in Clearwater**

Media Mission: Event



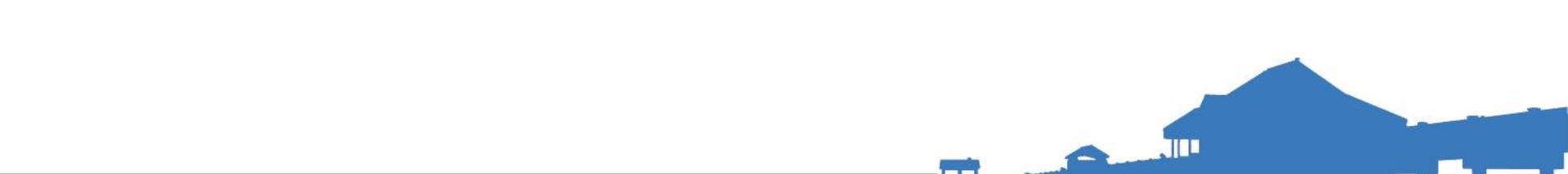
Media Mission: Event



Local Collaboration



- **Sugar Sand Festival**
- **Clearwater Jazz Holiday**
- **Outback Bowl Beach Day**
- **Sea-Blues Festival**
- **Clearwater Beach Restaurant Week**
- **Clearwater's Dolphins**
- **Bright House Clearwater Super Boat
Nat'l Championship & Seafood Festival**
- **Press Trips in Collaboration With CVB**



Current Trends

Media Trends



- **Reduced Print Space**
- **Growth of Online Publications**
- **New Generation of Editors**
- **Integration of Various Platforms for Publications**

Content Trends



- **User Generated Content**
- **Native Content**
- **Visual Content – Video and Images**

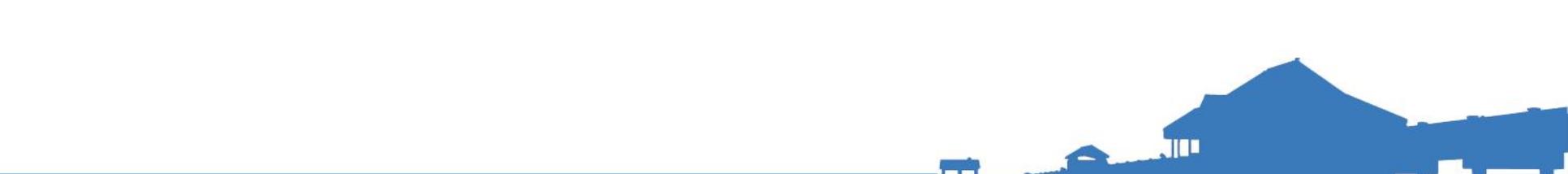
Travel Trends



- **Millennials**
- **Hispanic Market**
- **Multi-generational Travel**



Imagine Communications Strategic Objectives

The top of the image features a light blue sky with the dark silhouettes of several buildings, including a large house with a gabled roof and a smaller structure, set against a dark blue background.

**Increase Visibility and
Awareness of the Destination
to Grow Visitation**

Strategic Objectives



- **Generate High-Profile National Media Coverage**
- **Emphasis on Earned Placements**
- **Increase Online Content and Coverage**
- **Support In-House Marketing and PR Activities**
- **Promote Elite Events**
- **Promote 100 Year Anniversary**

Focus for Upcoming Year



- **Proactive High-Quality Media Outreach**
- **Consumer Social Media Marketing Campaign**
- **Event Marketing**
- **Video Development**
- **Capitalize on Current Technology**
- **Review and Adopt City Branding Update as Needed**



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