



ANNUAL REPORT

Destination marketing annual report for FY 17-18 presented to City of Clearwater

HUB DESTINATION MARKETING

2017-18 HIGHLIGHTS

- » **Public Relations & Press Trips**
HDM hosted 13 travel writers on-site in Clearwater
- » **Website & Social Media**
HDM facilitated huge gains in online engagement
- » **Photography & Video**
HDM provided all new visuals for the City of Clearwater

PUBLIC RELATIONS



- » **Pitched 260 Journalists**
193 of the pitches were face-to-face pitches
- » **Top Placements**
 - Renee Gordon – [Philadelphia Sun Times](#) & [American Roads](#) – Always Unique, Clearwater, Florida – June 2018
 - Genevieve Shaw Brown - [ABC News](#) – 10 Best Family Beaches – March 2018
 - Alexandra Talty – [Forbes](#) – Five Best Spring Break Beaches In America – January 2018
 - Jackie Sheckler Finch – [Daily Journal](#) – Dolphin Survives Overwhelming Odds, Inspires Visitors – October 2017
- » **Industry Updates**
Sent a total of 12 industry updates when needed to inform and involve the industry

SOCIAL MEDIA

158.5%

Engagement Increase

Total engagement increase was both
Twitter and Instagram combined.

Instagram was responsible for most of
the engagement growth

7.96%

Twitter Follower Gain

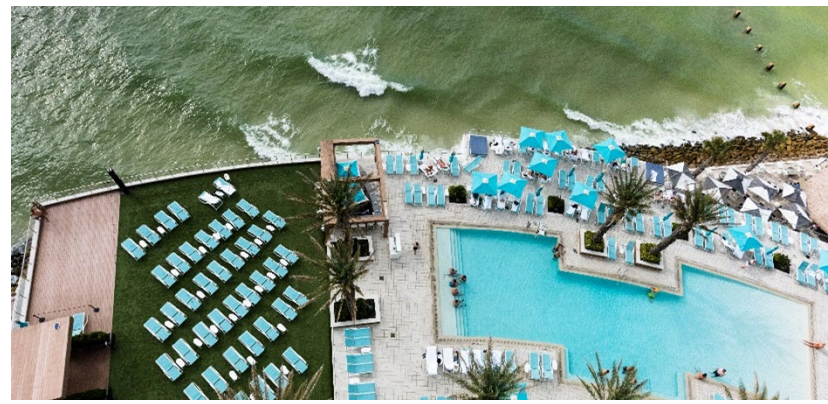
Percentage of Twitter followers gained
between October 1, 2017, thru
September 30, 2018

7.6 mil

#BestBeachTown

Timelines reached using the hashtag
#BestBeachTown in first 120-days of
implementation

HDM also tracked 924,316 timeline deliveries with a reach of 329,404 for #clwbeachopen after Hurricane Irma when the final report was pulled in October 2017



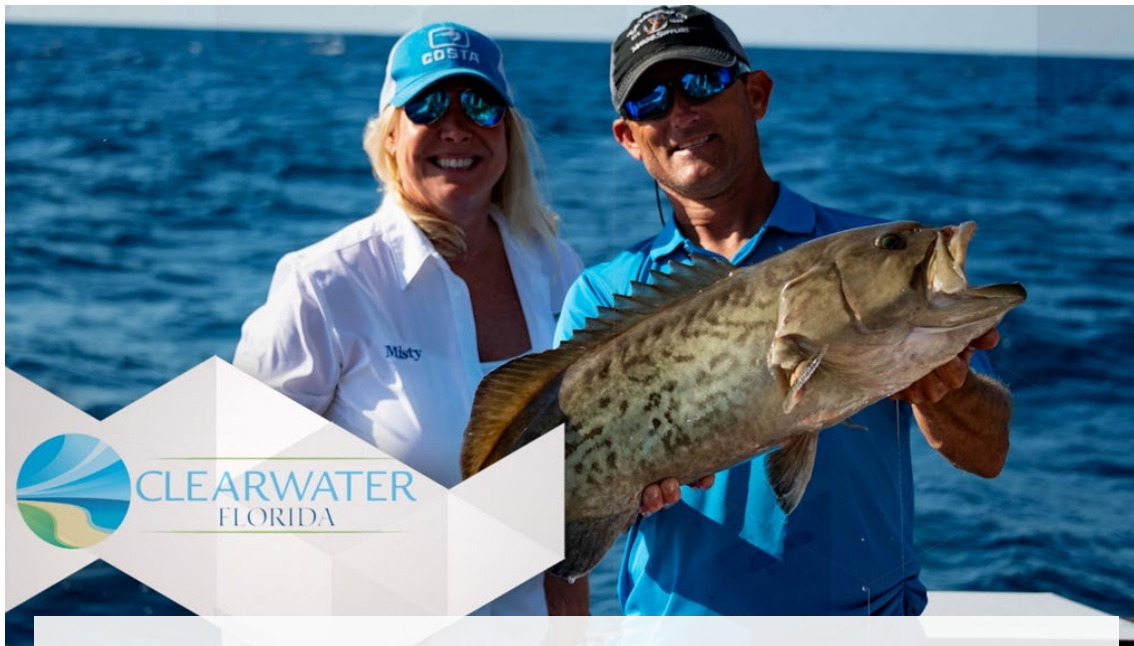
DESTINATION PHOTOS

HDM delivered more than 1,200 fully edited destination photos to better showcase Clearwater through national media coverage, higher quality social media content, and meeting/event promotions.

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VIDEOS

HDM produced 2 destination videos to share on social media and will be featured in the refresh of the City of Clearwater's tourism website



Fishing for Grouper

Local professional angler Misty Wells shared why fishing for grouper is a must



Family Vacation

A teenage boy shares why Clearwater is more than just a boring, family beach trip

WHAT'S NEXT?

For FY 18-19, HDM has many great tactics planned to help drive visitation growth for the City of Clearwater

Southwest – In-flight promotion

Half page ad, half page of editorial and a sweepstakes featuring a trip to Clearwater

New Video

One new video will be produced in FY 18-19

Website Upgrades

HDM plans to upgrade the existing website so it better utilizes the new photography and video assets

Digital Advertising

HDM will drive more visitors for information requests and vacation planning resources

Public Relations & Press Trips

HDM will host a minimum of 8 pre-qualified journalists in Clearwater

Small Market Meetings Sales FAM

HDM will host up to 10 pre-vetted meeting planners interested in moving events to Clearwater



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