



**ST.PETE
CLEARWATER**



**Atlas
Obscura**

Adrian Award 2021

Category: Digital Single Item - Campaign



Without question, St. Pete/Clearwater's burgeoning art scene offers world-class cultural experiences, but what makes the destination stand out is how unique they are.

Salvador Dalí Museum

The largest collection of Dalí artwork outside of Europe.

Museum of the American Arts & Crafts Movement

The only museum in the world dedicated solely to this unique art form.

Fairgrounds St. Pete

An immersive world of playful art and technology exhibits based on original Florida stories.

The James Museum

Dedicated entirely to art depicting the peoples, landscapes and history of the American West.

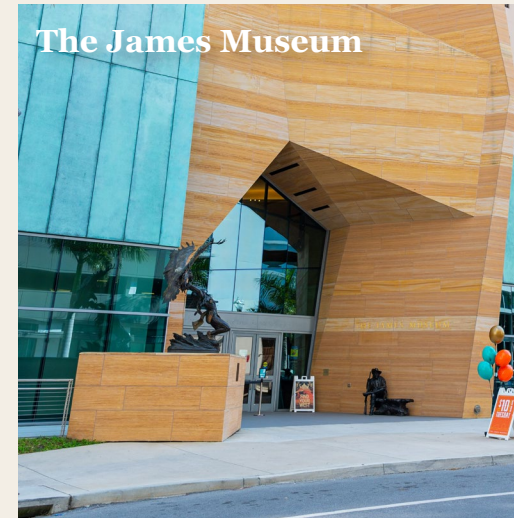
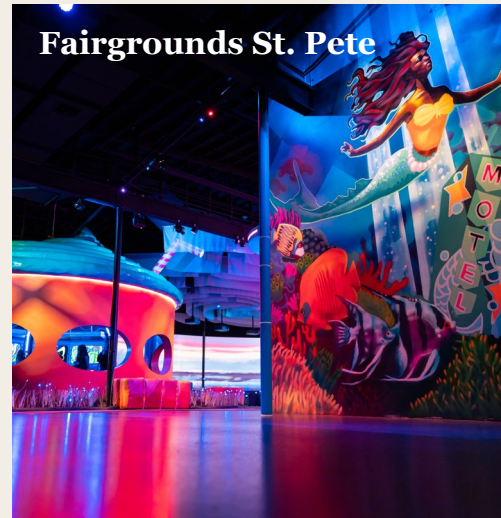
The Chihuly Collection

The first installation of Chihuly's amazing glass art in a building designed specifically to showcase it.

Imagine Museum

A stunning collection of glass art from more than 240 artists representing 20 countries.





For potential visitors who know only about St. Pete/Clearwater's beautiful beaches, it was critical to build awareness of Arts & Culture within the destination. Arts & Culture needed to be part of the St. Pete/Clearwater brand.



With so many exceptional new museums and cultural opportunities in the destination, the team needed a way to expand its brand identity and awareness quickly. The solution was to transfer affinity from a well-established travel brand that excels in finding hidden gems: Atlas Obscura.

First and foremost, Atlas Obscura brings tremendous reach. From SEM Rush analytics, [AtlasObscura.com](https://atlasobscura.com) has a Site Authority Score of 74, over 4.1 million performing keywords (18,000 of which are for museums alone), 17 million backlinks, and a ready-made audience looking for unique Art & Culture attractions (indexing well above average, at 3x the affinity for visual arts*). It's a perfect fit for Visit St. Pete/Clearwater.

*Source: Quantcast


The Atlas Obscura Guide To St. Petersburg

11 Cool, Hidden, and Unusual Things to Do in St. Petersburg, Florida

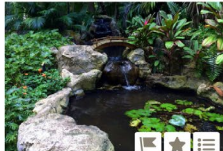
ATTRACTIONS
 EXPERIENCES
 MAP
 LEADERBOARDS
 STORIES

US: SOUTH FORUM


Unusual Attractions in St. Petersburg




ST. PETERSBURG, FLORIDA
Salvador Dali Museum
Florida might be at its most surreal in this museum devoted to the famed Spanish artist.




ST. PETERSBURG, FLORIDA
Sunken Gardens
A luxuriant botanical garden below sea level.




ST. PETERSBURG, FLORIDA
Chihuly Collection
The first custom-designed building to showcase the works of Dale Chihuly is a wonderland of glass and light.




ST. PETERSBURG, FLORIDA
James Museum of Western & Wildlife Art
This Florida museum dedicated to western artwork is entered through an artificial sandstone canyon.




ST. PETERSBURG, FLORIDA
Jungle Prada Site
The site of a gold-digging conquistador's bloody landing in the Americas.



ST. PETERSBURG, FLORIDA
World's Largest Shuffleboard Club
The story of a Floridian city as told through an obscure sport for retirees.



ST. PETERSBURG, FLORIDA
Berlin Wall Section in St. Petersburg
History is hiding at the Morean Center for Clay.



ST. PETERSBURG, FLORIDA
St. Petersburg Post Office
A creative deviation in this post office's design was once a source of controversy.

SEE ALL 11 THINGS TO DO IN ST. PETERSBURG

Brand fit is enormously important when building affinity relationships. The Atlas Obscura brand aligns closely with St. Pete/Clearwater, since its audience is highly qualified for income, propensity to travel, frequency of travel (2x the national average*), average spend in market, length of stay, and much more.


It was a perfect match, and an opportunity to transfer the Atlas Obscura audience's passion for cultural travel and unique offerings to the St. Pete/Clearwater brand.

*Source: Quantcast

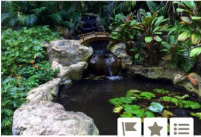
< BACK TO ST. PETERSBURG

All Places *in* St. Petersburg


COMMUNITY PICKS
RECENTLY ADDED




ST. PETERSBURG, FLORIDA
Salvador Dalí Museum
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ST. PETERSBURG, FLORIDA
Fairgrounds St. Pete
This former factory has been transformed into a technicolor wonderland, where dozens of local artists have collaborated to create a real choose-your-own-adventure experience.
SPONSORED BY VISIT ST. PETE/CLEARWATER



ST. PETERSBURG, FLORIDA
Imagine Museum
You'll feel like you've gone through the looking glass at this contemporary art museum filled with glass sculptures of every size, shape, and color.
SPONSORED BY VISIT ST. PETE/CLEARWATER



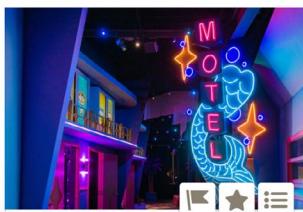
ST. PETERSBURG, FLORIDA
Floridian Social Club
From printing money to live music, this Beaux-Arts style building has had many identities over the last century.
SPONSORED BY VISIT ST. PETE/CLEARWATER

Are we missing something unusual in St. Petersburg?

ADD IT!

It's well documented: There is a clear benefit to aligning ads with related content to build affinity. So, although VSPC's target audiences are fully tuned into the destination for beaches and outdoor adventures, we needed them to make the connection between the destination and the arts. The campaign elements were carefully designed to ensure strong contextual alignment, going beyond simple banners and, instead, delivering multi-channel rich media ad units to enable deeper storytelling and destination positioning. In addition to banner takeovers for St. Pete/Clearwater on select AtlasObscura.com pages, the program included five key components:

1 THE ADDITION OF THREE NEW PERMANENT ENTRIES INTO THE ATLAS



ST. PETERSBURG, FLORIDA Fairgrounds St. Pete

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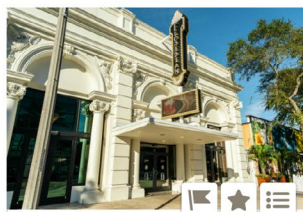
SPONSORED BY VISIT ST. PETE/CLEARWATER



ST. PETERSBURG, FLORIDA Imagine Museum

You'll feel like you've gone through the looking glass at this contemporary art museum filled with glass sculptures of every size, shape, and color.

SPONSORED BY VISIT ST. PETE/CLEARWATER



ST. PETERSBURG, FLORIDA Floridian Social Club

From printing money to live music, this Beaux-Arts style building has had many identities over the last century.

SPONSORED BY VISIT ST. PETE/CLEARWATER

2 A CUSTOM-CURATED LIST HIGHLIGHTING THE WONDERS OF ST. PETE/CLEARWATER'S ARTS SCENE

Atlas Obscura



Art in St. Petersburg

Discover 4 places to experience unusual art in St. Petersburg.

[SHARE](#) [TWEET](#)



ST. PETERSBURG, FLORIDA Imagine Museum

You'll feel like you've gone through the looking glass at this contemporary art museum filled with glass sculptures of every size, shape, and color.

SPONSORED BY VISIT ST. PETE/CLEARWATER



ST. PETERSBURG, FLORIDA James Museum of Western & Wildlife Art

This Florida museum dedicated to western artwork is entered through an artificial sandstone canyon.

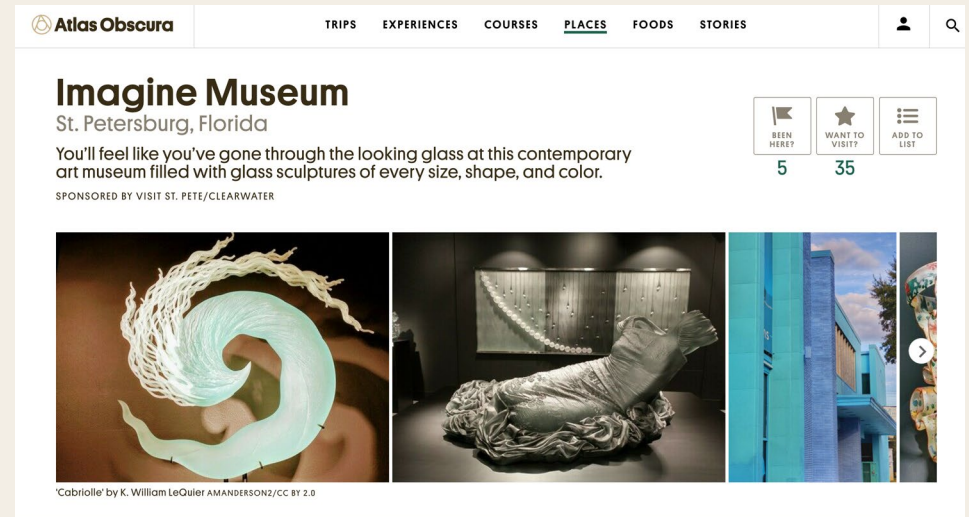
3 SOCIAL PROMOTION THROUGH ATLAS OBSCURA'S FACEBOOK CHANNEL



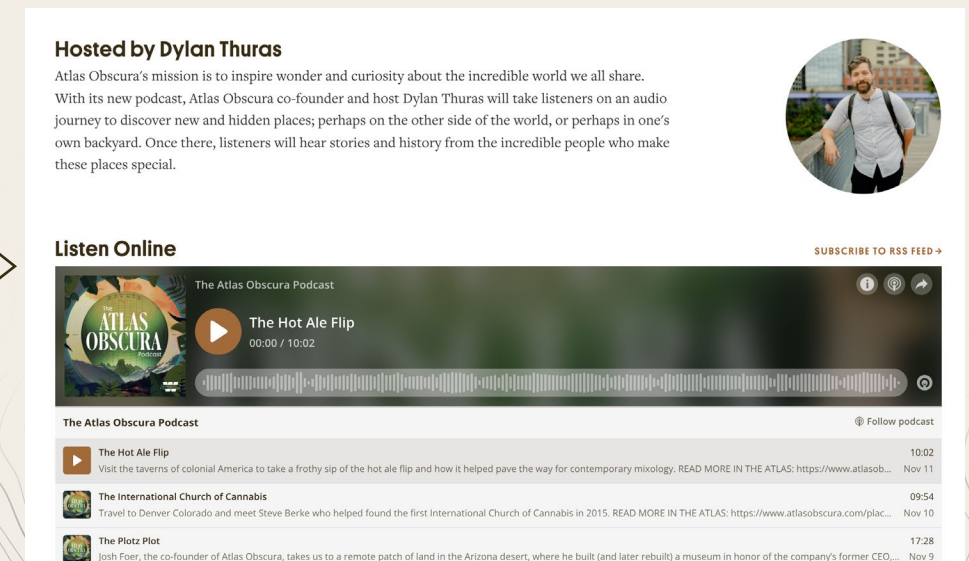
THE SPOT

St. Pete/Clearwater's arts scene looks a lot like the inside of a kaleidoscope – vividly colored and full of possibilities. This is a place where artistic expression takes place in museums, murals, beautiful galleries, local theater and concerts.


4 DEVELOPMENT OF A CUSTOM RICH MEDIA CAROUSEL UNIT ON ATLASOBSCURA.COM



5 HOST-READ ADS FOR ATLAS'S PODCASTS (READ BY ATLAS OBSCURA CO-FOUNDER DYLAN THURAS)






EXAMPLES OF FEATURED PROFILES ON ATLAS OBSCURA



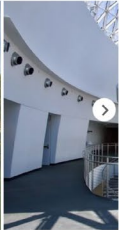

TRIPS EXPERIENCES COURSES **PLACES** FOODS STORIES

Salvador Dalí Museum


St. Petersburg, Florida

Florida might be at its most surreal in this museum devoted to the famed Spanish artist.

 BEEN HERE? 1606
  WANT TO VISIT? 2005
  ADD TO LIST




The Dalí Museum CITYOFSTPETE/CC BY-ND 2.0





TRIPS EXPERIENCES COURSES **PLACES** FOODS STORIES

Chihuly Collection

St. Petersburg, Florida

The first custom-designed building to showcase the works of Dale Chihuly is a wonderland of glass and light.

 BEEN HERE? 289
  WANT TO VISIT? 905
  ADD TO LIST

JOE BIELAWA/CC BY 2.0

Top Places in St. Petersburg



Jungle Prada Site
St. Petersburg, Florida

World's Largest Shuffleboard Club
St. Petersburg, Florida

Sunken Gardens
St. Petersburg, Florida

See All →

THE WORLD'S LARGEST COLLECTION OF ART BY SALVADOR DALÍ is, logically, in his hometown of Figueras, Spain. But the second-largest collection devoted to the world's most famous surrealist is on display near the waterfront in St. Petersburg, Florida. Melting clocks, spindle-legged horses, and waxed mustaches abound, and the building itself is a surreal sight to behold.

St. Petersburg has been home to the Dalí Museum since 1982, when the extensive collection of Reynolds and Eleanor Morse was moved from their hometown of Cleveland. Its original warehouse location was replaced in 2011 by the current expanded museum, which is now home to over 2,000 works. Florida's "Sunshine City" (where the local paper once promised a free copy if the sun wasn't shining) is a fitting home for Dalí's art, especially as it is exhibited in the new museum.



Massive bubble-like skylights and wall-lights wrap around the building, allowing the sun to stream through some 900 oddly geometric windows. The effect, combined with the swirling central staircase and fluid, organic nature of Dalí's paintings, creates a feeling of walking around inside a living being. And yes, it feels a little surreal.

Visitors can see seven of Dalí's masterworks, including *The Hallucinogenic Toreador* and *The Discovery of America by Christopher Columbus*, as well scores of other paintings, drawings, sculptures, films, and photographs. There are also frequent visiting collections from other iconoclasts, past exhibitions having featured Andy Warhol, M.C. Escher, and Pablo Picasso.

The museum is open every day and offers a full calendar of special events for children and adults—all bubble-wrapped in some surreal sunshine.

Know Before You Go

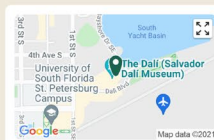
The Museum is on Dalí Boulevard, just off 1st Street and next to the Albert Whitted Airport. They are open daily from 10 a.m. to 5:30 p.m., and late on Thursday to 8 p.m. General admission is \$24; seniors, military, police, firefighters & teachers are \$22; kids 13+ & students are \$17; Kids 6-12 are \$10, and under 5 are free. Check the museum's website for discount entrance times.

SURREALISM SALVADOR DALÍ ART MUSEUM COLLECTIONS ART MUSEUMS

Community Contributors



ADDED BY
ADDED BY



1 Dalí Boulevard
St. Petersburg, Florida, 33701
United States

277660, -82.6314

View on Google Maps
Visit Website

NEARBY

- James Museum of Western & Wildlife Art 0.39 miles
- St. Petersburg Post Office 0.61 miles
- Floridian Social Club 0.82 miles

Atlas Obscura
Travel With Atlas Obscura
Start planning a 2022 adventure with us today.

Find Your Trip
Find Your Trip



Top Places in St. Petersburg



Jungle Prada Site
St. Petersburg, Florida

Salvador Dalí Museum
St. Petersburg, Florida

World's Largest Shuffleboard Club
St. Petersburg, Florida

See All →

A WORLD-RENOWNED PIONEER in the studio glass movement, for more than 40 years Dale Chihuly has created innovative, organic, and large-scale glass artworks and installations. In 2017 the collection moved to a new space across from the Morcan Arts Center in downtown St. Petersburg. It is the first building custom-designed around the prolific artist's work.

Visitors enter the main body of the 11,000-square-foot collection through a hallway of the artist's works. Walking through it feels not unlike wandering through the inside of a kaleidoscope.



On display are several massive chandeliers that look somewhat like a colony of crystalline giant tube worms that decided to celebrate Mardi Gras together. Other works featured include the icy, electric blue *Tumbleweeds*, which is suspended in its own room, the *Macchia Fiest* of organic bowls, and the bright, celebratory *Mille Fiori* as well as various *Ikebana* and *Nijima Floats*.

Also on display are many of the artists' works on paper, as well as pieces from both his *Sea Form* and *Venetian* series. Interestingly, one of those Venetians on display was once stolen from the collection, only to be returned the following day in a crude, taped-up box. The work was unharmed, but it had also been wiped clean of any fingerprints and at the time of this writing, the case remains unsolved.

Know Before You Go

A thirty-seat theater runs a loop of interviews and information about the artist and some of his more well-known installations around the world, and the gift shop has original works available for sale. Tickets for the collection are also good for a free glass blowing demonstration around the street at the Morcan Glass Studio & Hotshop.

Plan your visit ahead of time and book a glass blowing workshop after your visit.

GLASS FLOWERS GLASS MUSEUMS AND COLLECTIONS ART MUSEUMS

Community Contributors



ADDED BY
J Ginsberg



EDITED BY
tyger3289, leslipeterson
EDIT THIS LISTING



720 Central Ave
St. Petersburg, Florida, 33701
United States

277707, -82.6442

View on Google Maps
Visit Website

NEARBY

- Floridian Social Club 0.06 miles
- St. Petersburg Post Office 0.35 miles
- World's Largest Shuffleboard Club 0.38 miles

Atlas Obscura
Travel With Atlas Obscura
Start planning a 2022 adventure with us today.

Find Your Trip



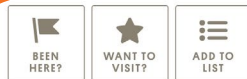
The program is performing very well both in terms of efficiency in driving traffic to VSPC's website and in engagement:

- **Site traffic from Atlas Obscura is engaged**, performing within the top 20th percentile compared to all other display advertising with respect to average session duration. In addition, bounce rate on VSPC's site from Atlas Obscura channels is 9% lower than the primary programmatic display campaigns.
- **Efficiency is excellent**, with cost of acquisition for clicks to the site 36% lower, and a click-through rate 22% higher versus comparable programmatic ad programs.
- **ROI over time will continue to grow**, since many of the campaign elements such as the three new permanent entries to the Atlas and custom-curated lists are **enduring assets** within the Atlas that provide benefits well into the future.

Salvador Dalí Museum

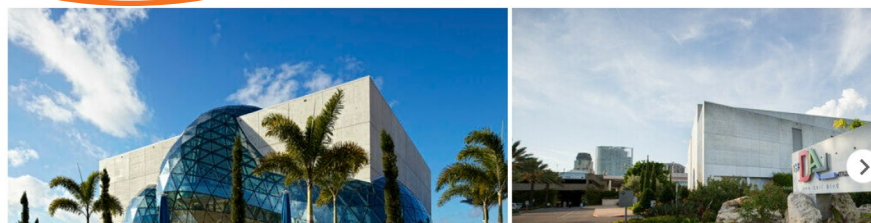
St. Petersburg, Florida

Florida might be at its most surreal in this museum devoted to the famed Spanish artist.



1606

2005



The Dalí Museum CITYOFSTP



Atlas Obscura

December 25, 2018 · 🌐

Visitors enter the main body of the 11,000 square foot collection through a hallway of the artist's works, which is not unlike wandering through a kaleidoscope.



ATLASOBSCURA.COM

Chihuly Collection

The first custom-designed building to showcase the works of Dale Chihuly is a wonderland ...

👍❤️👏 2.8K

219 Comments 822 Shares

👍 Like

💬 Comment

➦ Share