



ST.PETE
CLEARWATER

GULF TO BAY DESTINATION MAGAZINE

PRINTED COLLATERAL
MATERIALS

Gulf to Bay Destination Magazine

is a 116-page glossy publication produced by Visit St. Pete-Clearwater providing readers with insights about the vibrant and diverse offerings of the region. It includes the ever-popular “Best of St. Pete-Clearwater” which highlights experiences across dozens of categories, including Best Hotel, Best Restaurants and Best Beach.

The *Gulf to Bay* destination magazine exemplifies effective marketing through its well-executed strategy, impressive reach, and significant impact on potential visitors, making it a strong contender for the HSMAI Adrian Award.



AUDIENCE

Our *GulftoBay* Destination Magazine is used to reach the following audiences:

- Core audience (25-54+, \$100K HHI) in key feeder markets via targeted paid newspaper distribution
- Visitors at a VISIT FLORIDA Welcome Centers and Tampa International Airport
- Website visitors with expressed interest
- Tradeshow/event attendees and industry representatives (provided during sales calls)
- Digital audience identified through lookalike modeling in a social campaign



OUR STORY

As a cornerstone of Visit St. Pete-Clearwater's marketing campaign, the *Gulf to Bay* Destination Magazine is a flagship publication aimed at:

- Captivating and informing potential visitors about the vibrant offerings of the St. Pete-Clearwater area
- Inspiring travel
- Serving as a comprehensive guide
- Showcasing St. Pete-Clearwater's unique attractions, natural beauty, and diverse experiences
- Working as a valuable resource for in-market visitors

The strategic distribution of the magazine ensures that it reaches those most likely to visit and benefit from its content.

Primary and secondary research has influenced all aspects of the creation and distribution of the magazine.

- Data shows that our audience indexes high on magazine readership and utilizes it as a source of travel inspiration.
- Through a readership feedback survey, we were able to enhance the publication's practical and aesthetic appeal. We inserted a reader response card with a QR code to solicit reader feedback and incentivized participation with a sweepstakes for a chance to win a trip to the destination.





TOTAL BUDGET

\$1,228,946



PRINT DISTRIBUTION

\$ 79,995



RESEARCH SURVEY

\$ 6,300





TACTIC – Content Development

The *Gulf to Bay* Destination Magazine campaign employed creative tactics and strategic steps to ensure its success, with meticulous planning to deliver compelling content and maximize reach.

Content Development:

- **Visual Appeal:** Using high-quality, breathtaking images of the destination to capture readers' attention and inspire travel.
- **Interactive Elements:** Including a removable fold-out map and a poster made from over 7900 pictures, adding practical and aesthetic value, encouraging readers to keep and use the magazine.
- **Authentic Experiences:** Featuring a “Best of St. Pete-Clearwater” section, with locals and visitors voting on the best experiences in 29 categories, providing genuine recommendations.



TACTIC - Distribution

Distribution:

Targeted Print Distribution: The magazine was inserted into The New York Times and other local publications in key feeder markets, reaching a highly affluent audience.

- **Event and In-Market Distribution:** Copies were distributed at tradeshow, events, and key locations such as VISIT FLORIDA Welcome Centers, Tampa International Airport, and local visitor centers.
- **Digital Campaigns:** A social media campaign used data from past visitor guide requests to create a targeted audience using lookalike modeling.

Partners and Roles:

- **Local Businesses and Residents:** Contributed authentic content and engaged our local partners by collecting votes for the “Best of St. Pete-Clearwater” section.
- **Design and Print Agencies:** Managed design, content creation, printing, and binding of the magazine, ensuring high production quality.
- **Distribution Partners:** Facilitated broad distribution through newspapers and logistical services.

This innovative approach, combining authentic content, strategic distribution, and comprehensive evaluation, sets the Gulf to Bay Destination Magazine apart. It effectively achieved its goals and delivered substantial value to its target audience



OUTCOME

The campaign's success was evaluated through:

- **Reader Surveys:** A reader response card with a QR code incentivized feedback with a sweepstakes for a trip to the destination. Over 1900 responses provided insights into reader preferences and the magazine's impact.
- **Quantitative Metrics:** Monitored distribution numbers and cost-effectiveness (\$0.20 per magazine for 395,000 copies).
- **Qualitative Feedback:** Analyzed reader comments and testimonials, which highlighted the magazine's quality and effectiveness in inspiring travel.

OUTCOME

Reader Surveys

89.5 % RESPONDENTS READ
THE MAGAZINE

97.5 % VERY SATISFIED/
SATISFIED WITH MAGAZINE

OVER **77 %** SAY GULF TO BAY MAGAZINE
IS IMPORTANT TO TRAVEL
PLANNING PROCESS

71.2 % ARE EXTREMELY LIKE
TO RECOMMEND
ST. PETE/CLEARWATER AS
LEISURE TRAVEL DESTINATION

78.8 % STATED THEY ARE LIKELY TO
VISIT ST. PETE-CLEARWATER
IN THE NEXT 12 MONTHS

“I look forward to this special magazine every year!!”

“Quality of magazine was spot on, great paper, beautiful photography, edit was compelling and kept my interest. Well done!”

“Great magazine! Thank you for sending it!! After going through it, it appears one trip will NOT be enough!”

“Dreaming of a vacation, just what the doctor ordered!”

“It’s been a few years since I’ve visited the area. The magazine brought back memories and gave me reasons to return for a visit.”

“Magazine photos made me wish I was flying there today! Clearwater looks like the best place ever. This layout will make everyone run to make travel plans.”

