

THE STATE OF THE AMERICAN TRAVELER:

TRAVELER SEGMENTS EDITION

September 7, 2023

Future Partners

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THE STATE OF THE AMERICAN TRAVELER: TRAVELER SEGMENTS EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

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Agenda

- Current Traveler Sentiment
- Traveler Segments
 - Affluent Travelers
 - Generations
 - Foodies
- The Food Scene in St. Pete/Clearwater
- Q&A

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A person with long dark hair, wearing a teal headband and a teal and white striped shirt, is holding a large, unfolded map in front of their face. They are standing in a desert landscape with mountains in the background. The map is the central focus, showing a detailed road network and geographical features. The text 'The State of the American Traveler' and 'Travel Segments Edition' is overlaid on the map.

The State of the American Traveler Travel Segments Edition

Overview & Methodology

- Monthly tracking study of a demographically and geographically representative group of adult American travelers
- 4,000+ unique completed surveys collected each month
- Multifaceted survey questionnaire addressing diverse set of traveler opinions, preferences, awareness, brand usage and behaviors
- Topline findings reflect data collected July 18th – 22nd and have a confidence interval of +/- 1.6%.





Current Travel Sentiment

A Rearview Look at Summer 2023

- The **high cost of travel** was the top deterrent for American travelers this summer, followed by **personal financial reasons** and the **cost of gas**.
- The **majority (61%)** of Americans took at least one **overnight trip**.
- Another **12%** traveled overseas for an overnight trip.
- **One-third** traveled by **commercial airline** for overnight trips.
- **Two-thirds** of Americans went on a **day trip**.

Predictions for the Next Year

- **34%** of American travelers said it is extremely likely or certain that **wildfires will be a problem** in the western U.S.
- More optimistically, **26%** think that the next 12 months will be **a great year for them personally**.
- **One-fourth** anticipate that **domestic travel** will become generally **more frustrating** (25%) up from 22% in January. A similar share expect **price gouging** will become more common in the travel industry (24%), and **labor shortages** will be a problem for travel (23%).

The Outlook for Fall 2023

- **Over half (54%)** of Americans will **prioritize leisure travel** in their spending in the fall.
- Nearly **three-fourths (72%)** expect to take **at least one leisure trip** in the next three months, with **two-thirds** saying this will include a trip to **visit friends or relatives**.
- Currently, **28%** of American travelers say they have a **leisure trip planned in September** and **26%** have a **leisure trip planned in October**—on the rise in the last month.

Travel Segments



Affluent Travelers

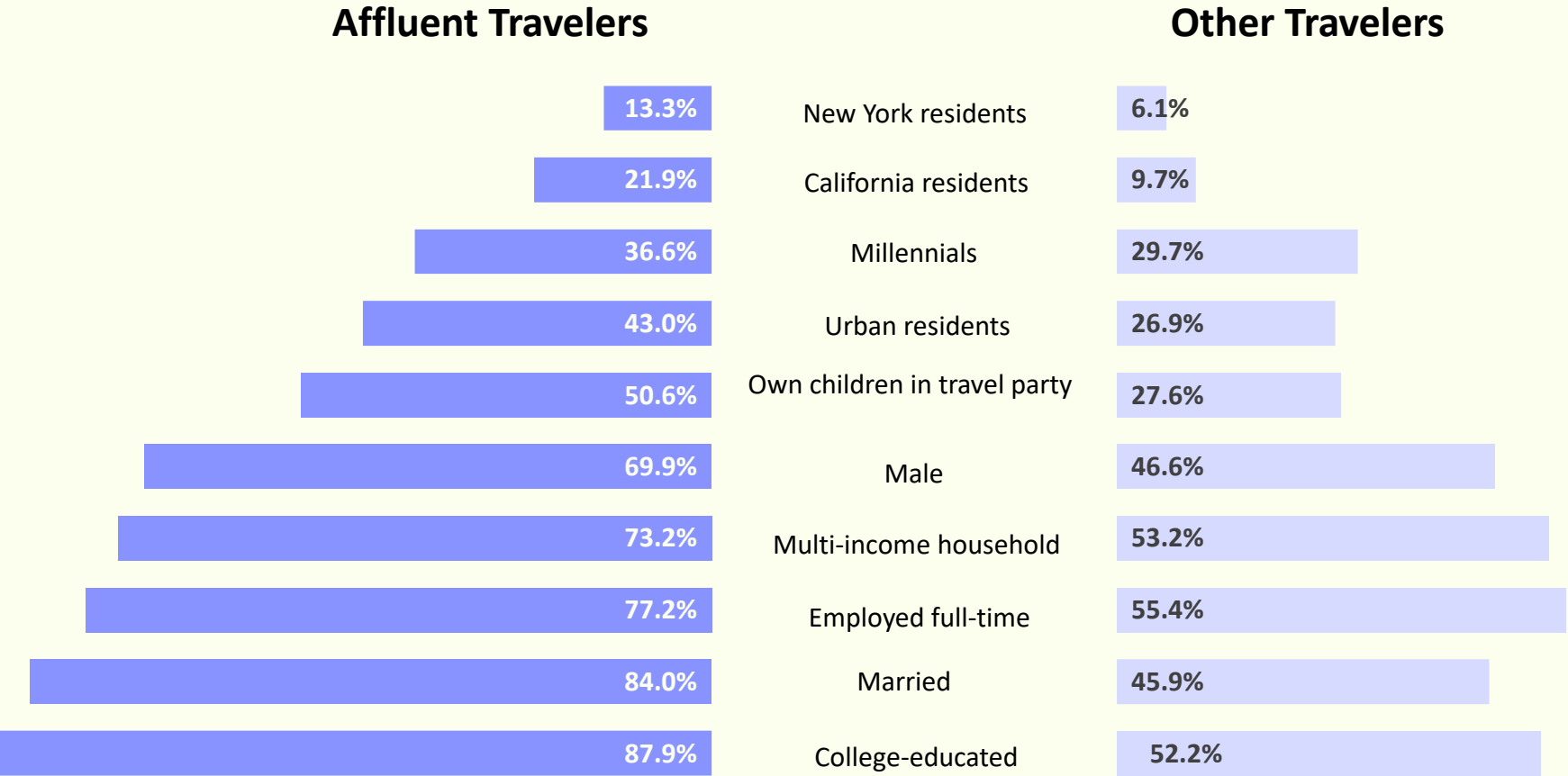
Travelers by Generation

Foodies

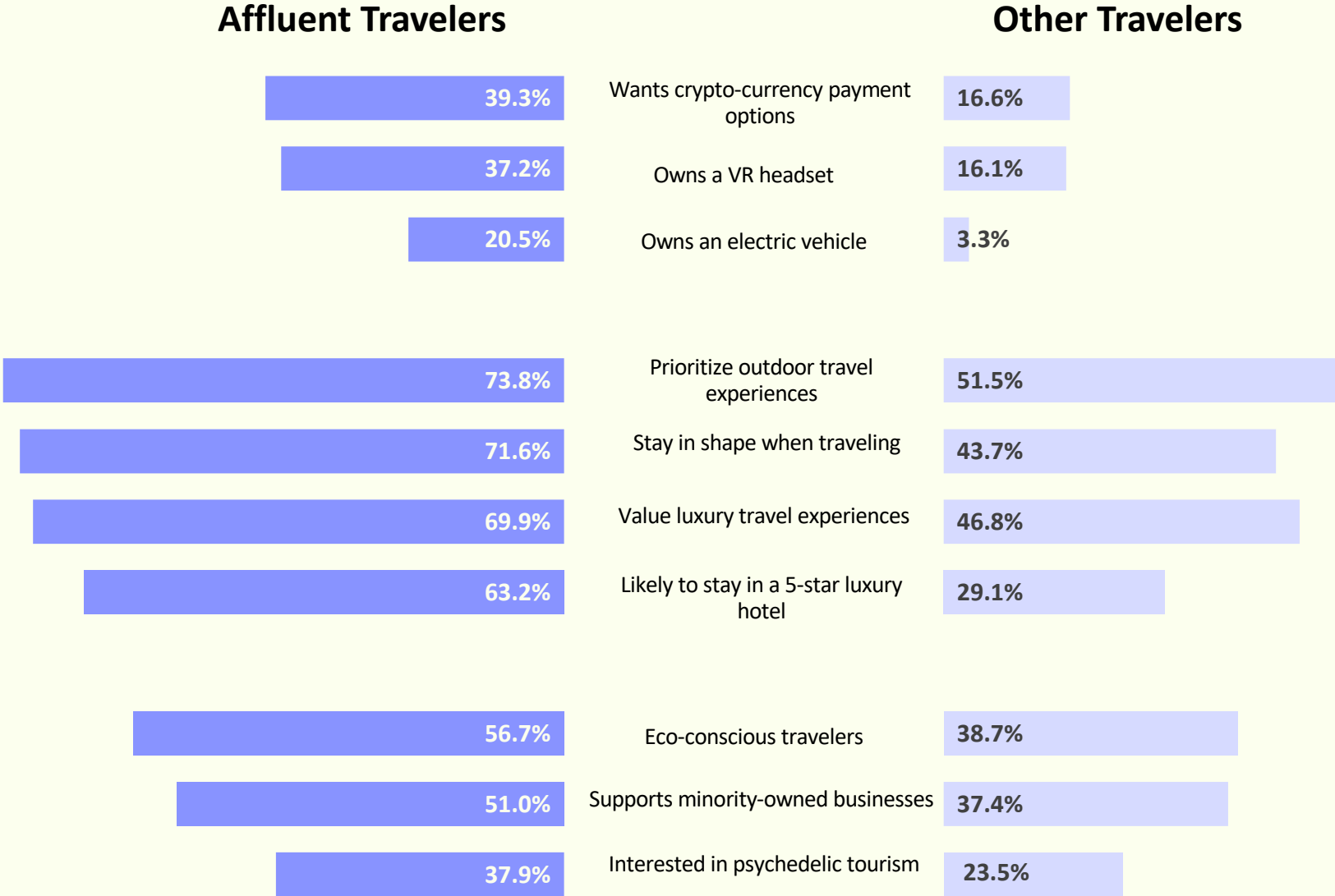
Affluent Travelers



Affluent Travelers are Firmly Established Financially, Professionally, and Personally



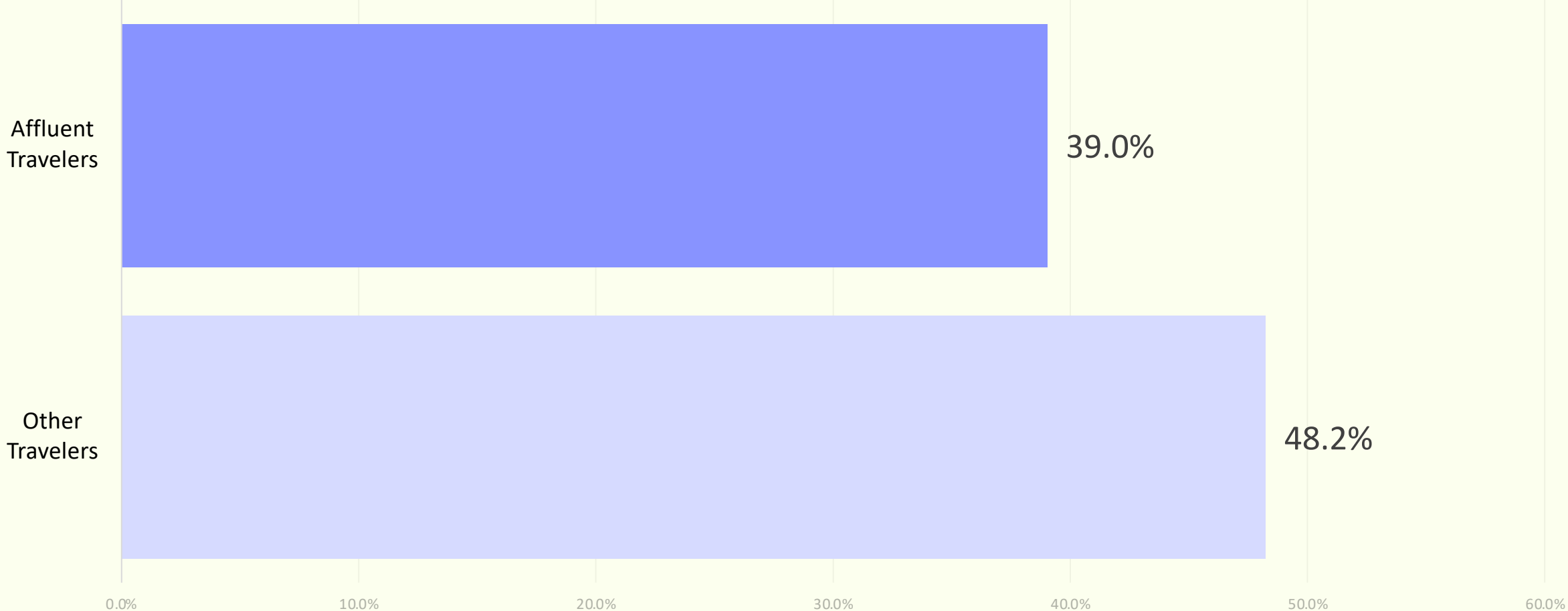
Consumer Characteristic of Affluent Travelers



Travel Outlook

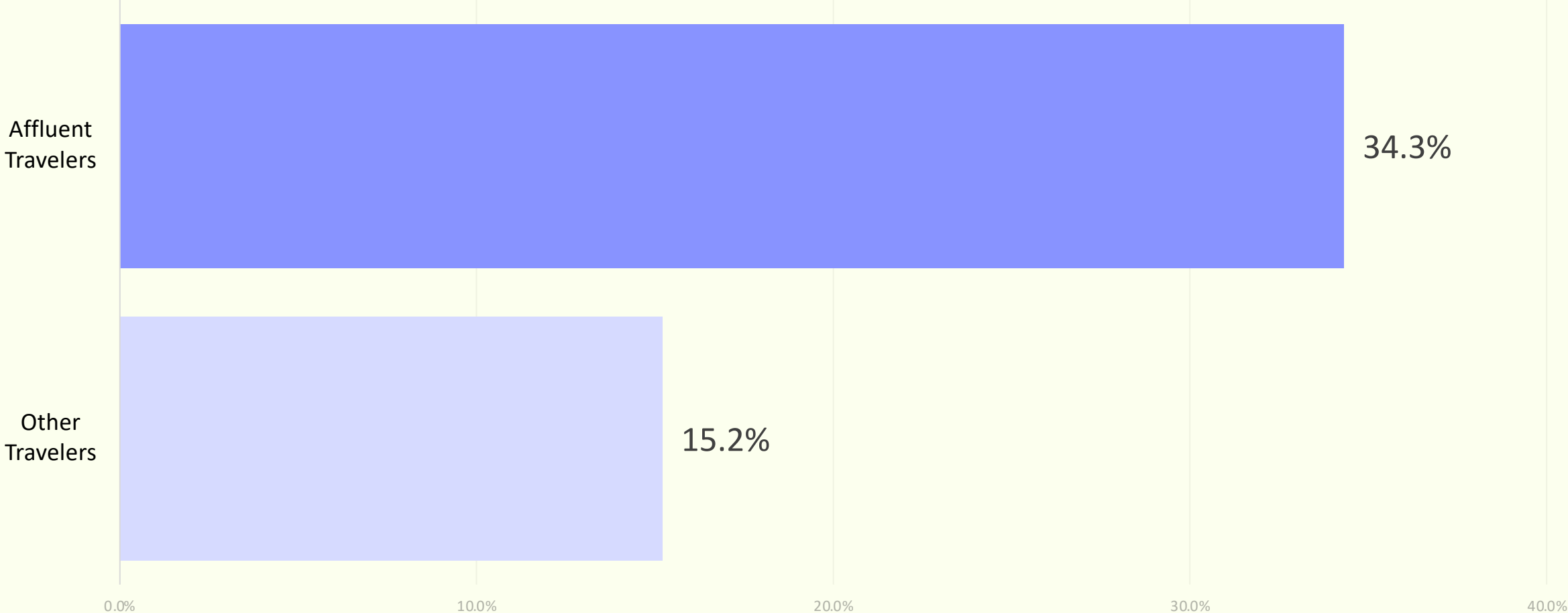
Less Likely to Daydream about Leisure Travel

Statement: In the PAST WEEK, I have day-dreamed about taking a leisure trip.



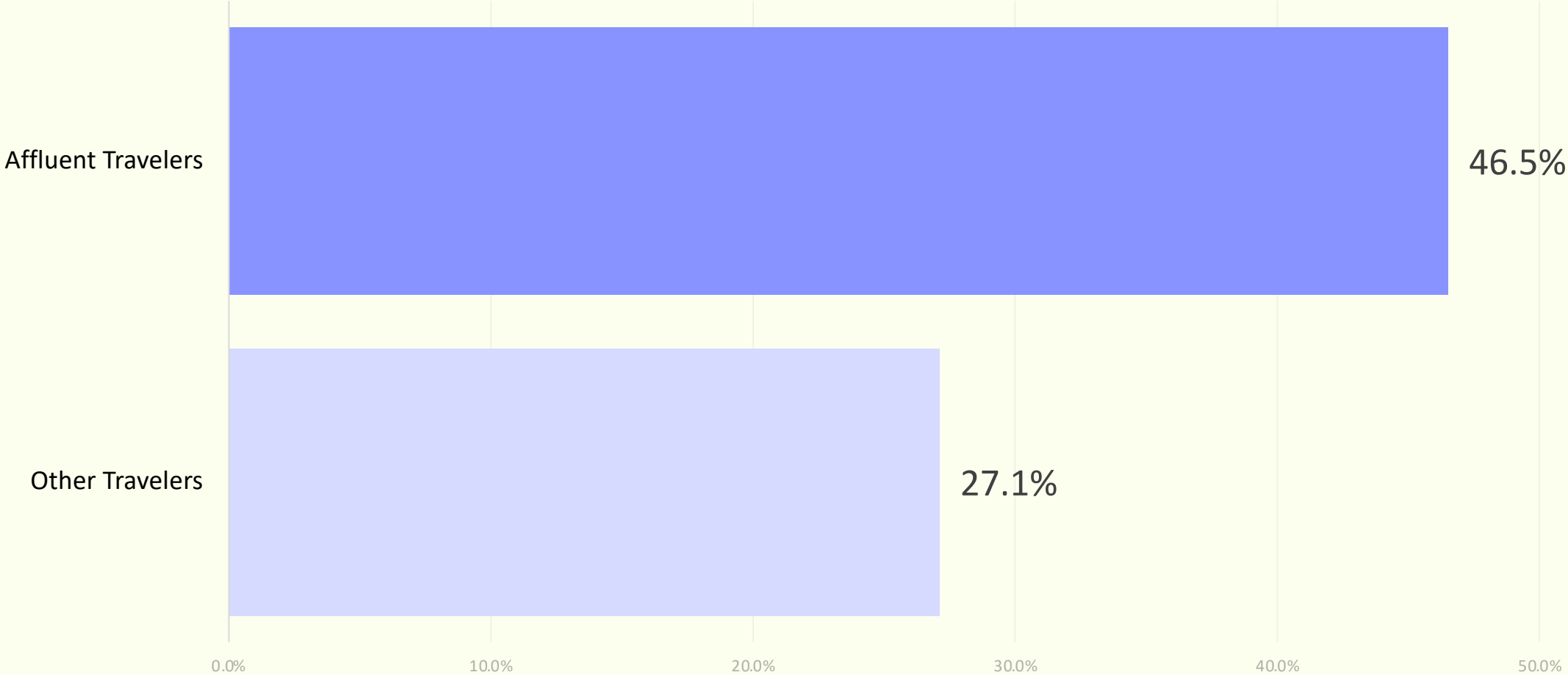
But More Likely to Actually Book Travel

Statement: In the PAST WEEK, I have made travel reservations.



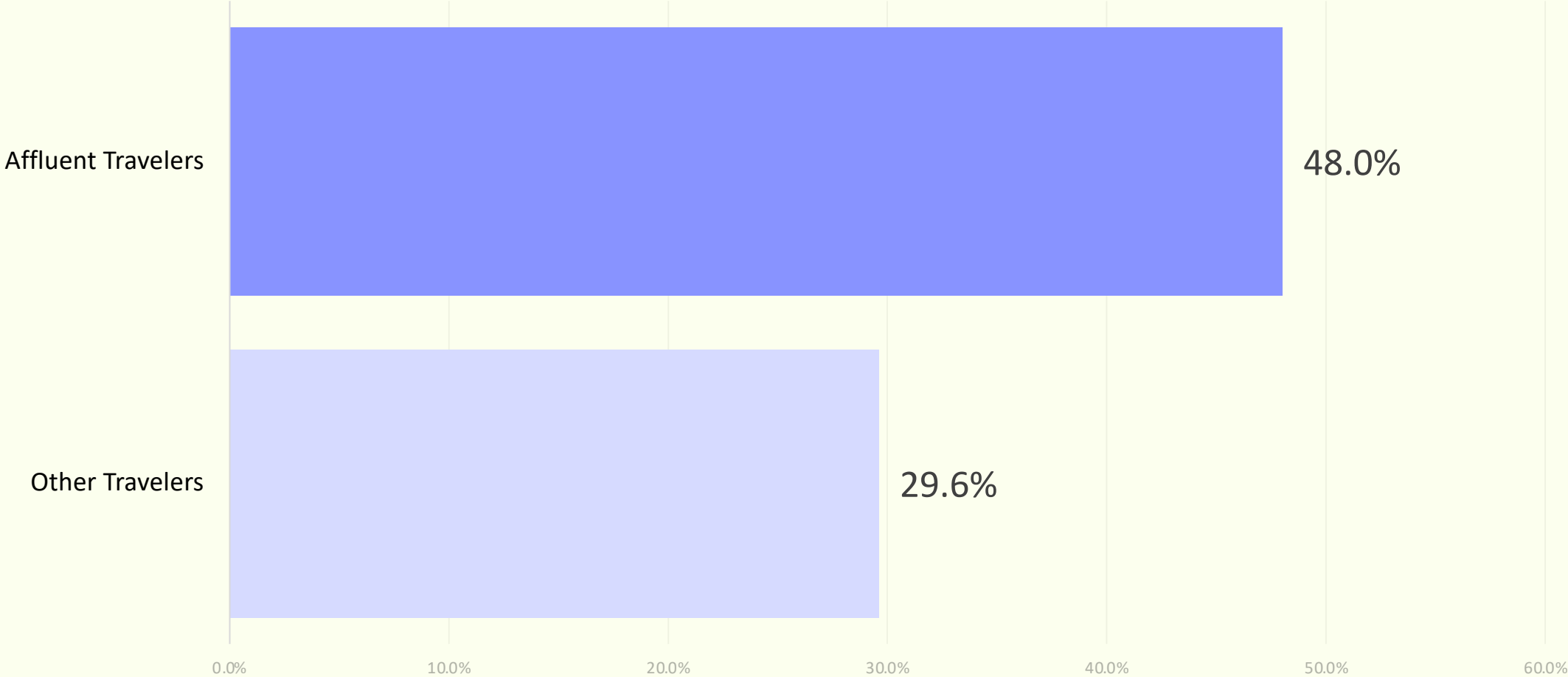
Anticipate Traveling More

Question: In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



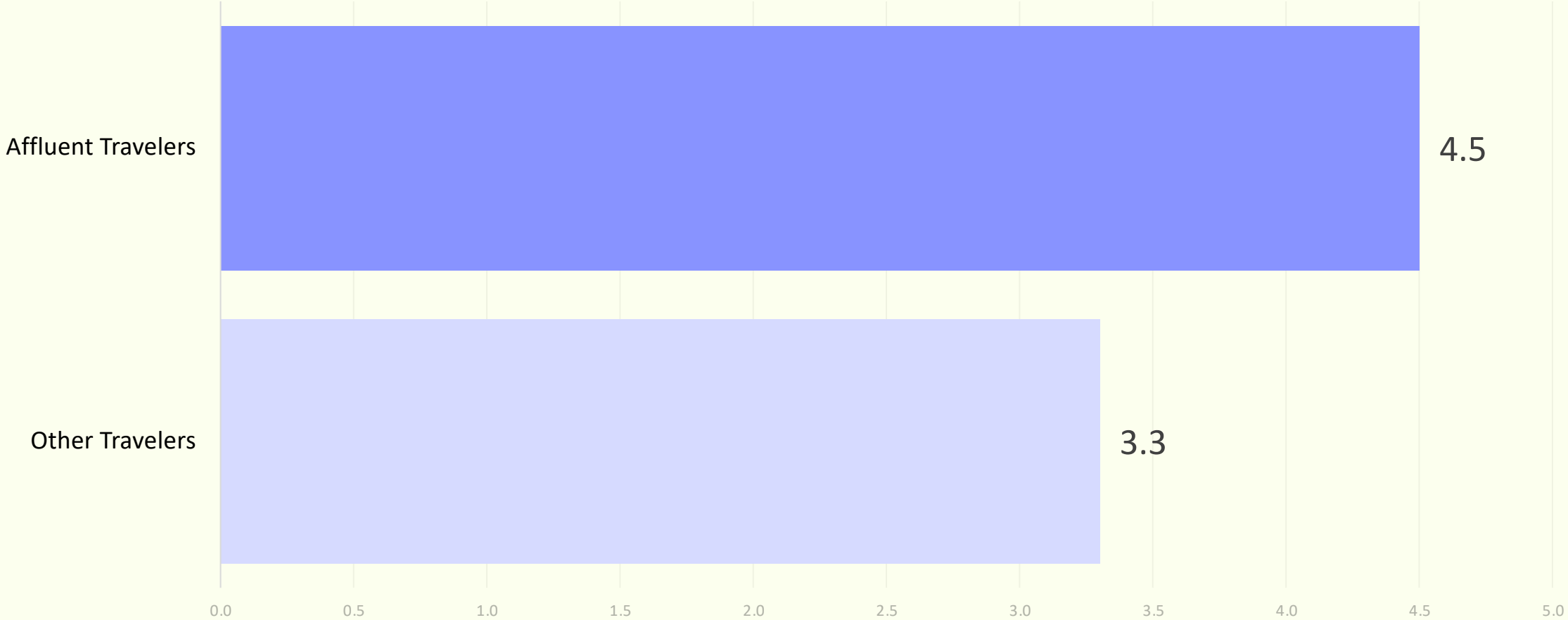
Anticipate Spending More on Leisure Travel

Question: In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?



Expect to Take More Trips

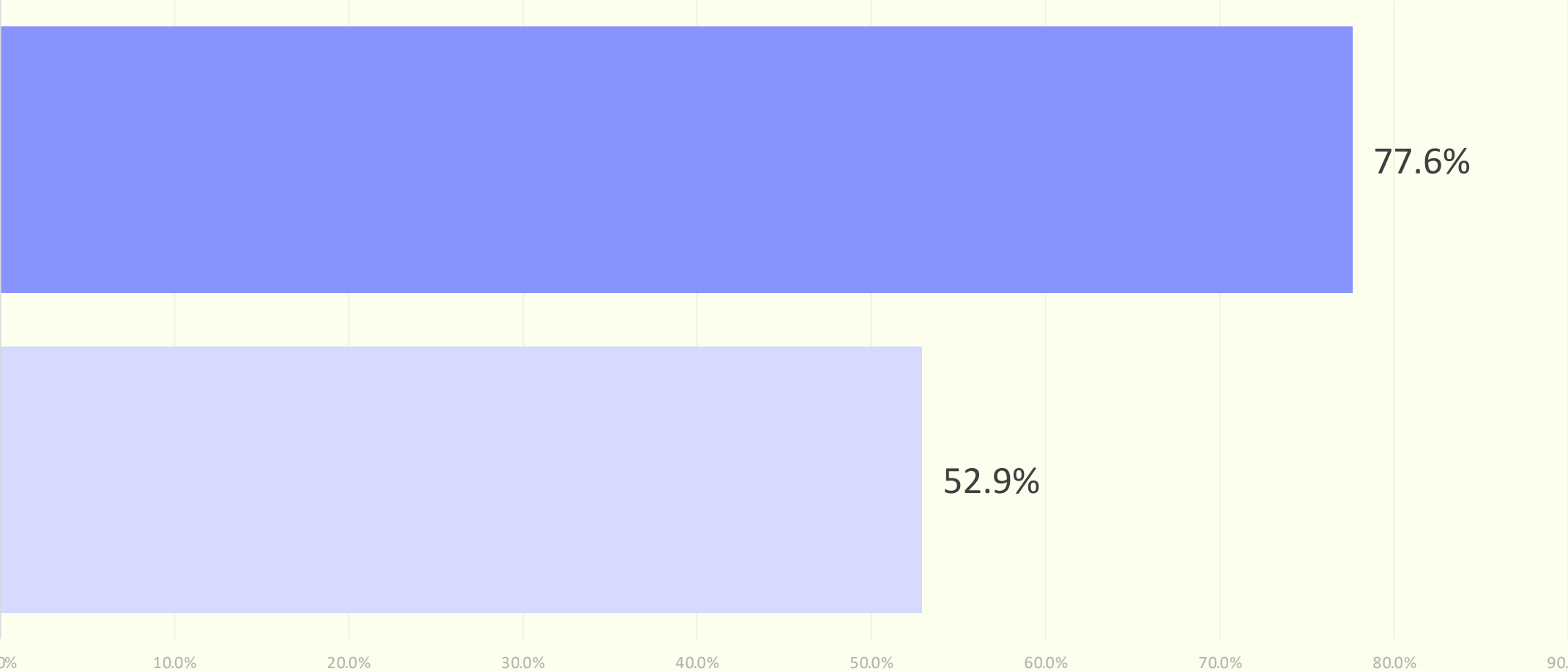
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



Three-Fourths Say Travel Will Be a Budget Priority in the Near Term

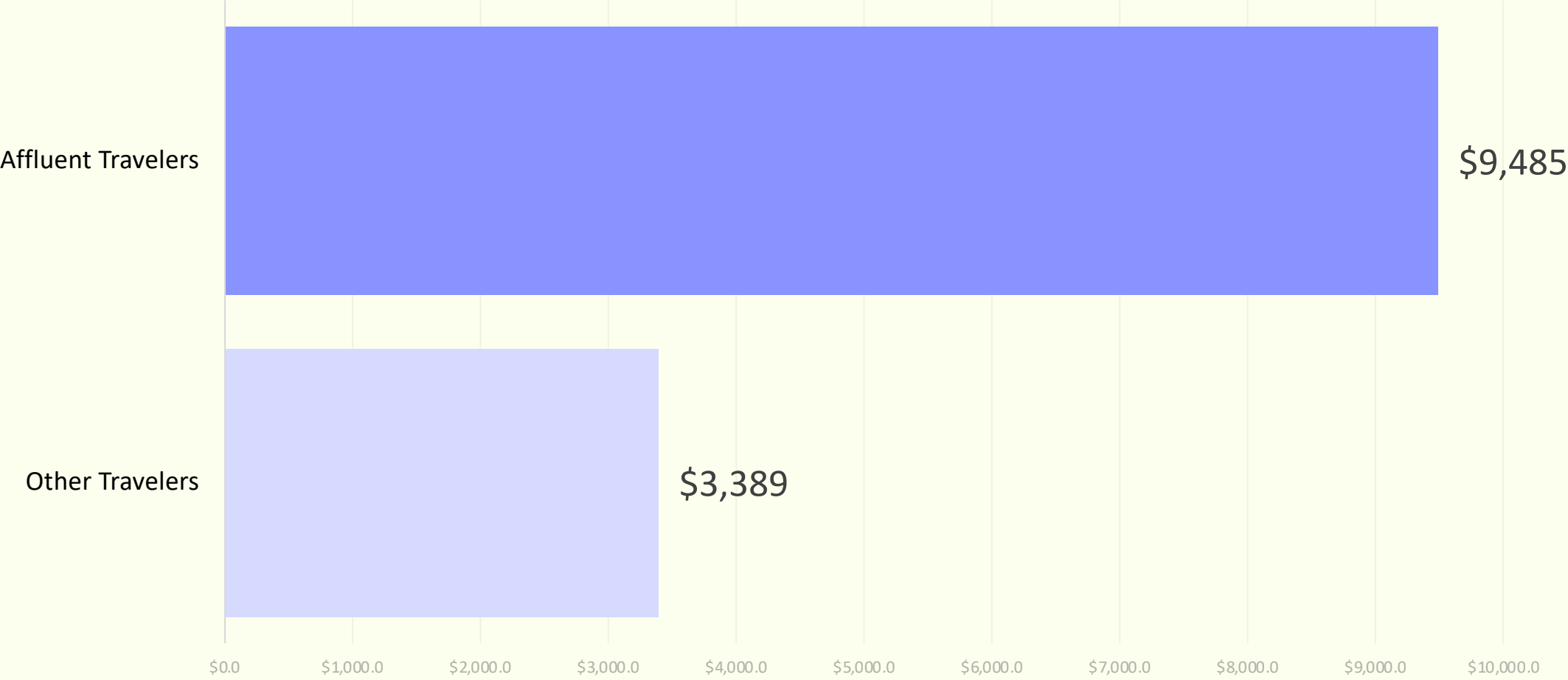
Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Top 3 Box – Somewhat, high, or extremely high priority



Affluent Travelers Will Spend Nearly Three Times More on Travel

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



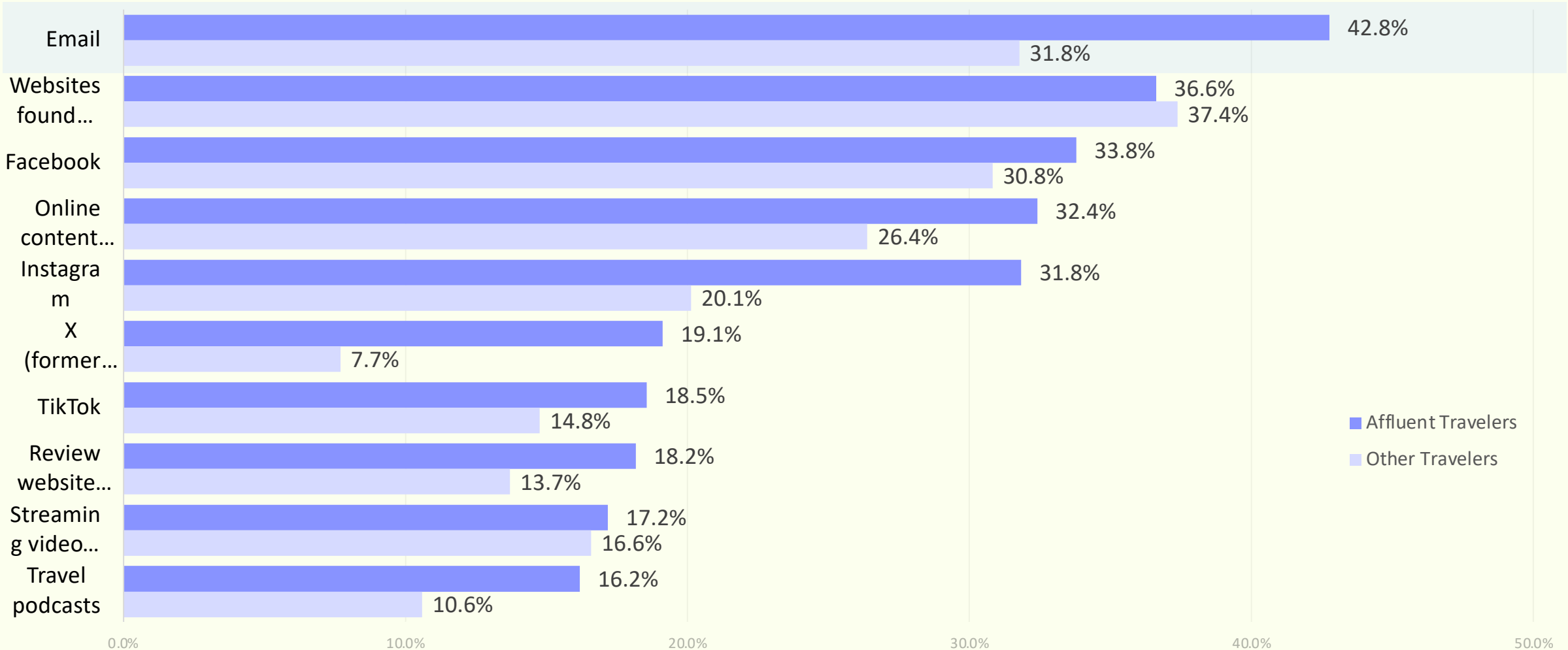
- Affluent travelers prioritize finding great **outdoor travel experiences** with their families (74%)
- They prefer leisure destinations that offer **fun ways** for them **to be physically active** (75%)
- **Traveling off the beaten path** is particularly appealing to them (68%)
- They seek **educational travel** opportunities for their children (87%)



Marketing to Affluent Travelers

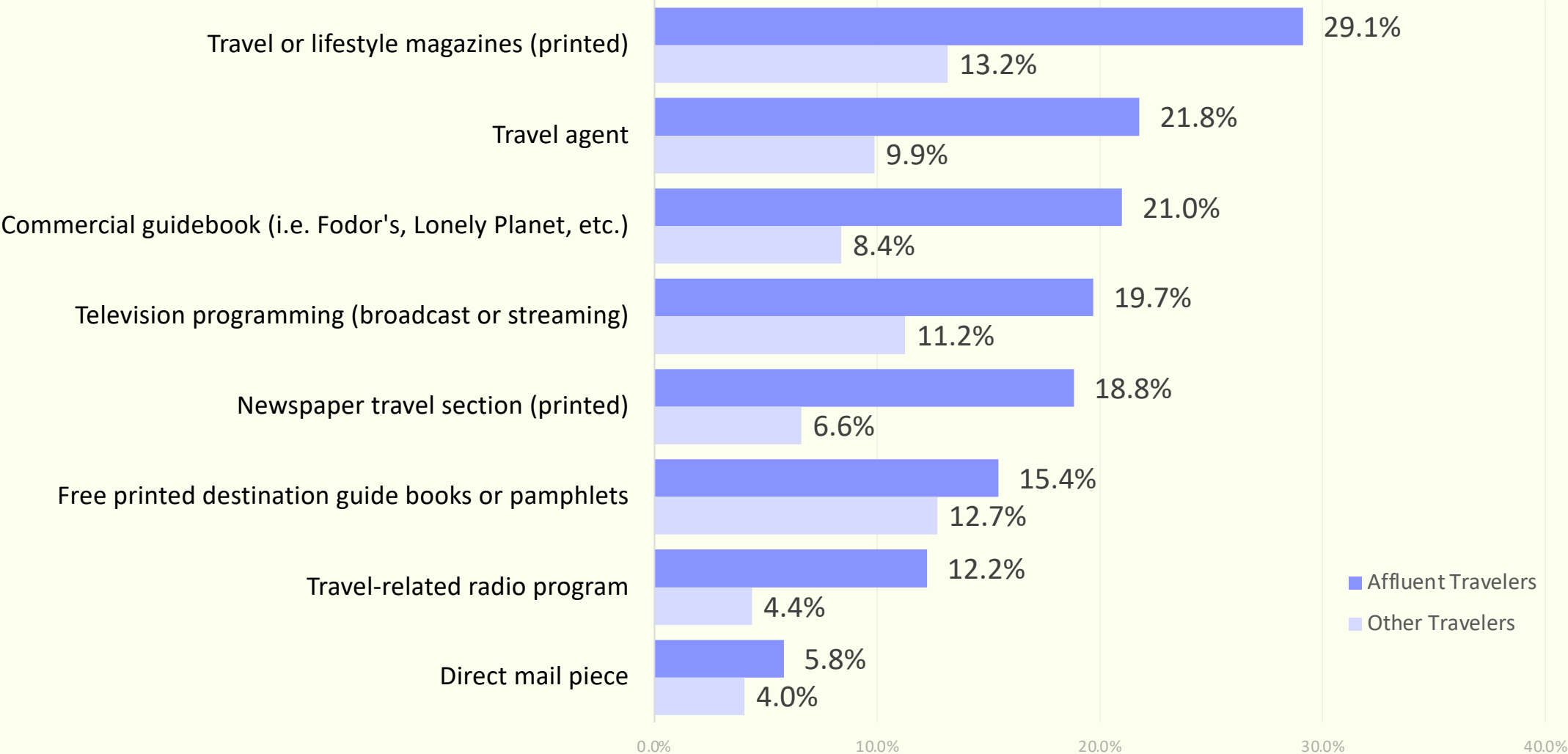
Affluent Travelers are Paying Attention to their Inboxes

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



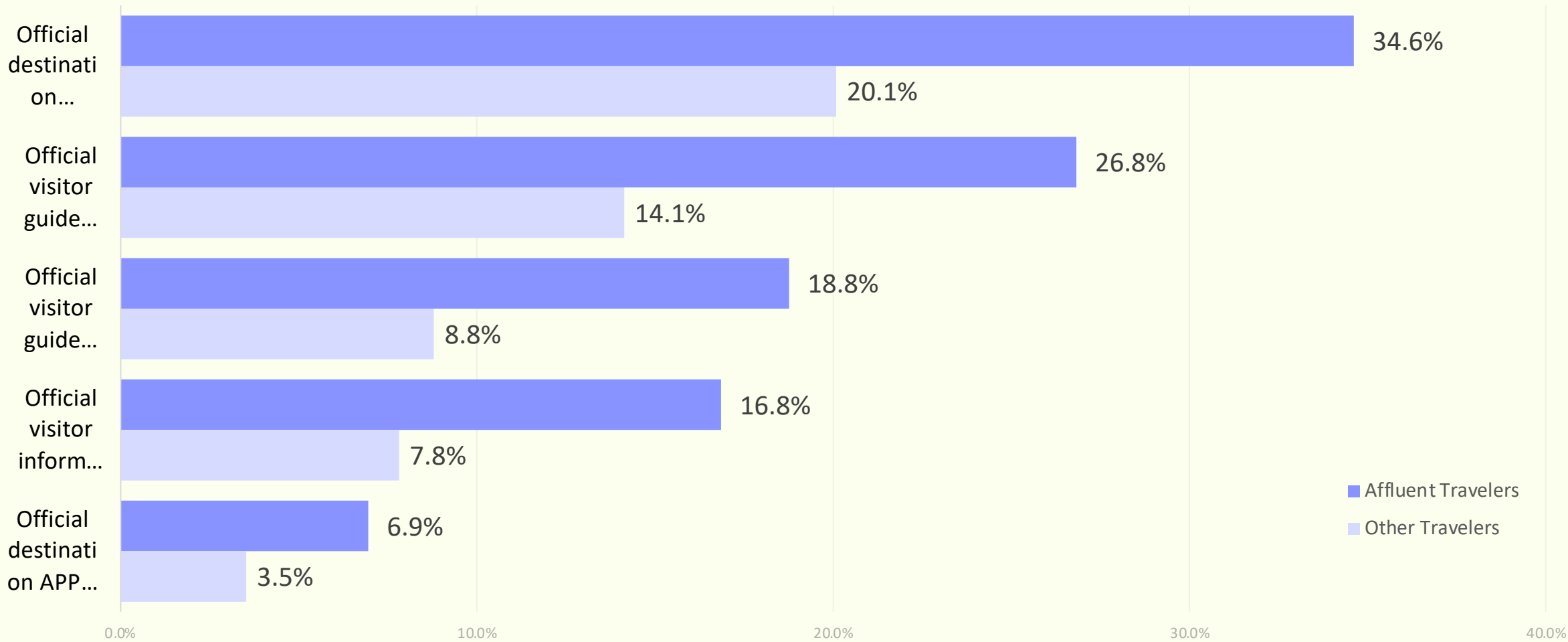
Affluent Travelers Still Turn to Traditional Travel Planning Resources

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel?



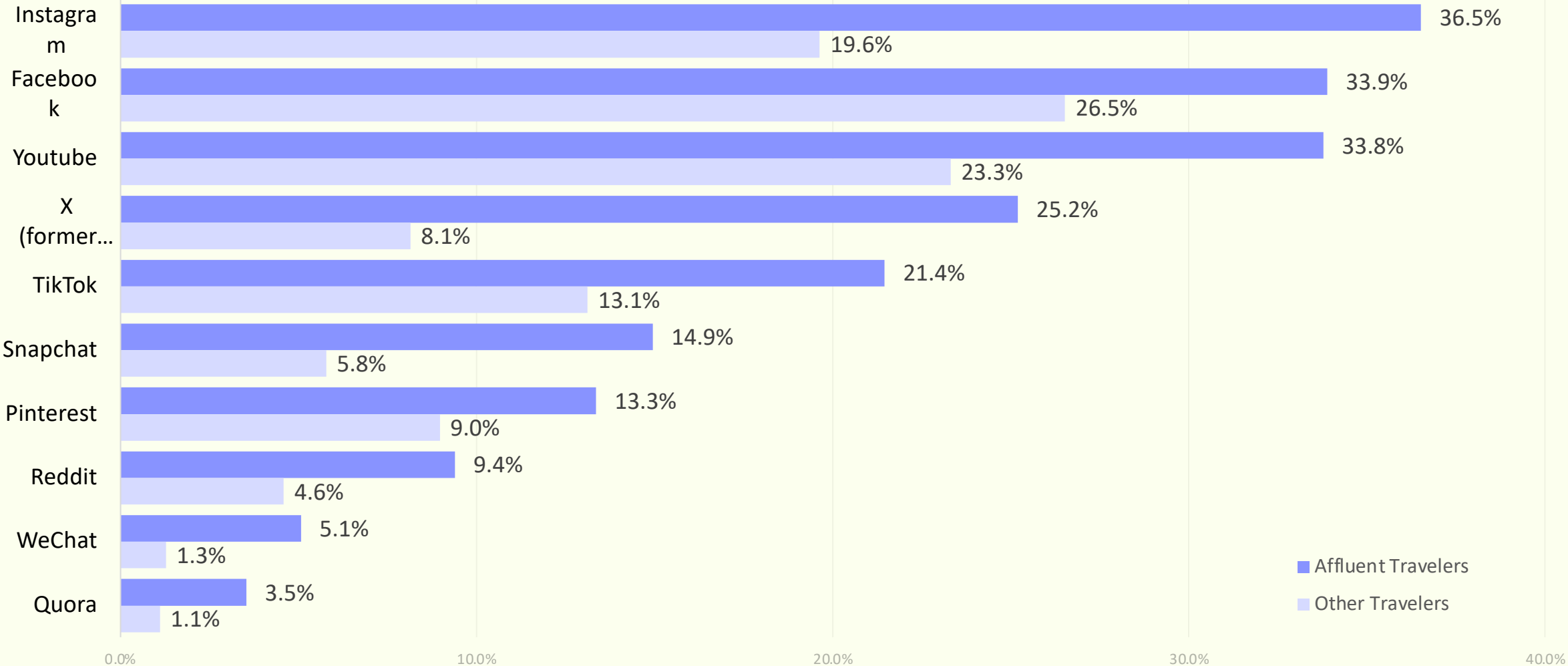
Affluent Travelers are More Apt to Use Official Destination Sources

Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use?



Affluent Travelers are More Likely to Use Social to Plan Their Travels

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?

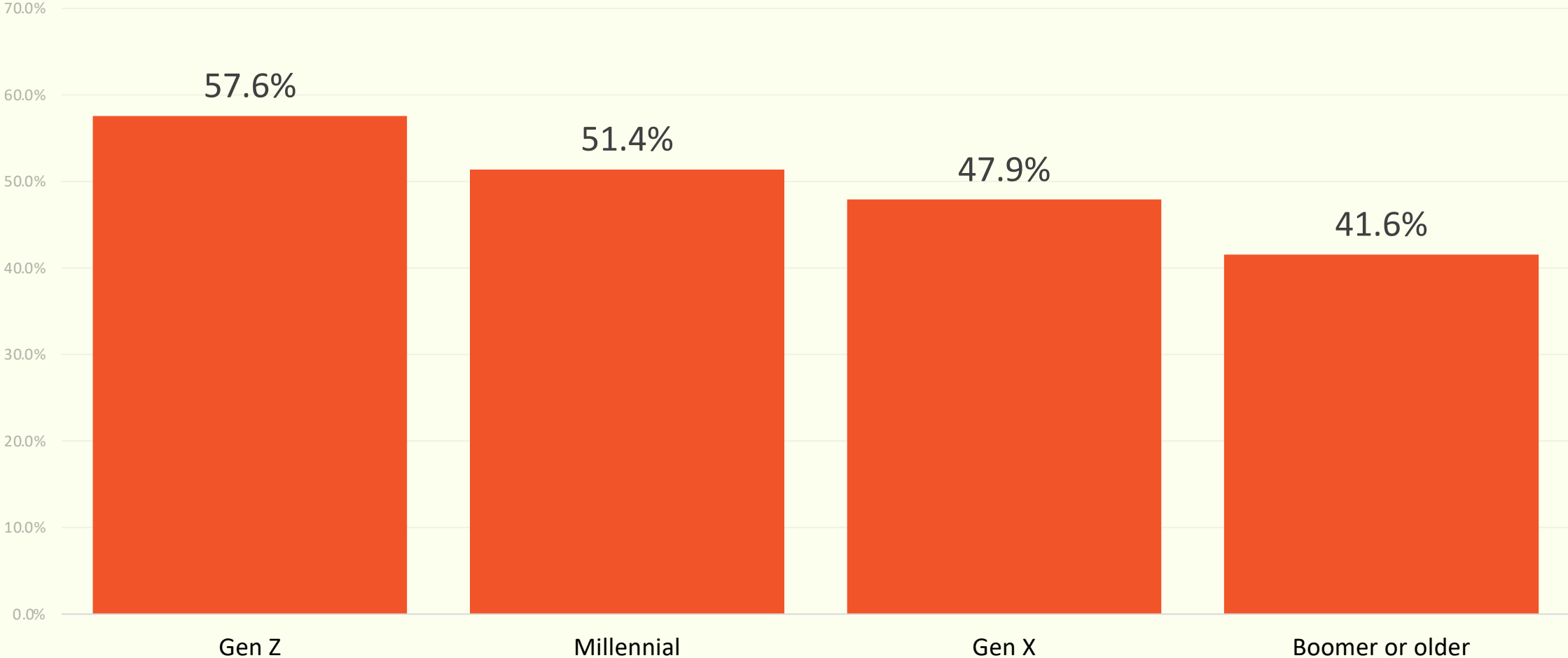




Travelers by Generation

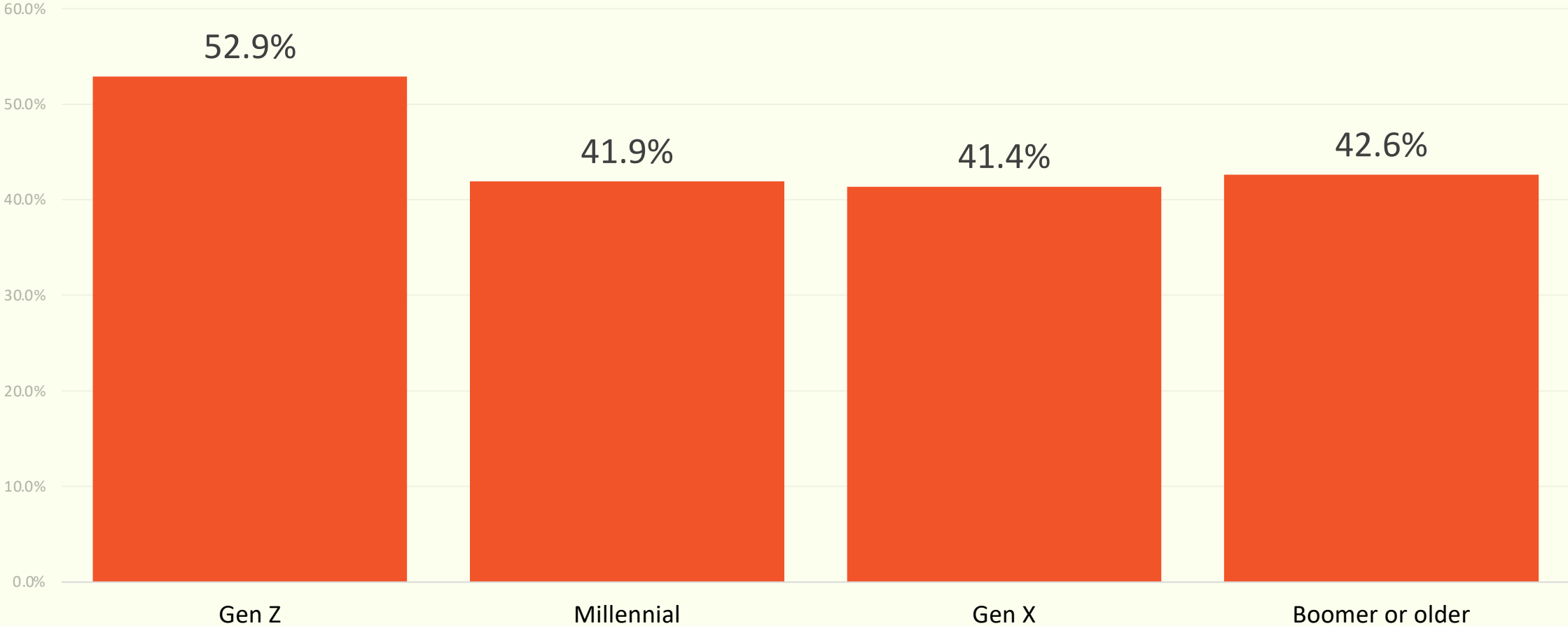
Gen Z is Most Likely to Daydream about Leisure Travel

Statement: In the PAST WEEK, I have day-dreamed about taking a leisure trip.



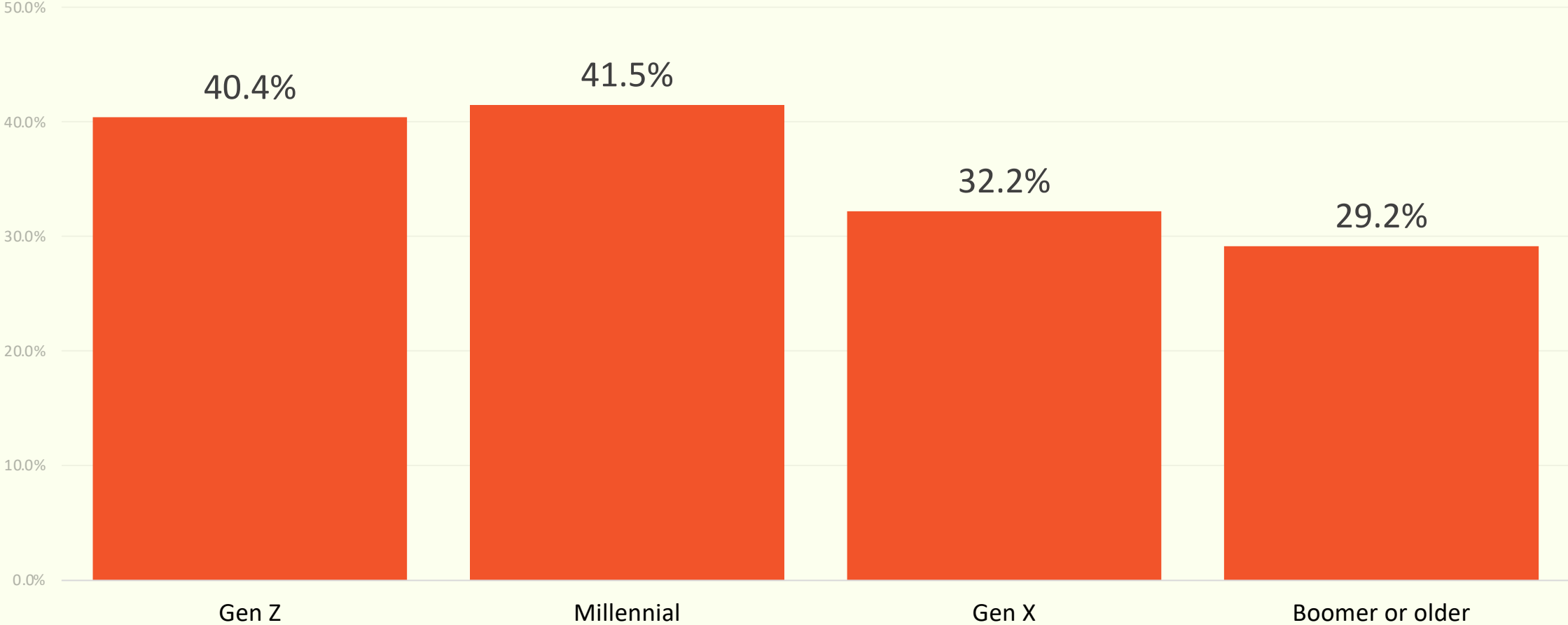
They are Also More Likely to Talk About Travel

Statement: In the PAST WEEK, I have talked to a friend or relative about a future trip.



Younger Generations More Frequently Seek Travel Ideas Online

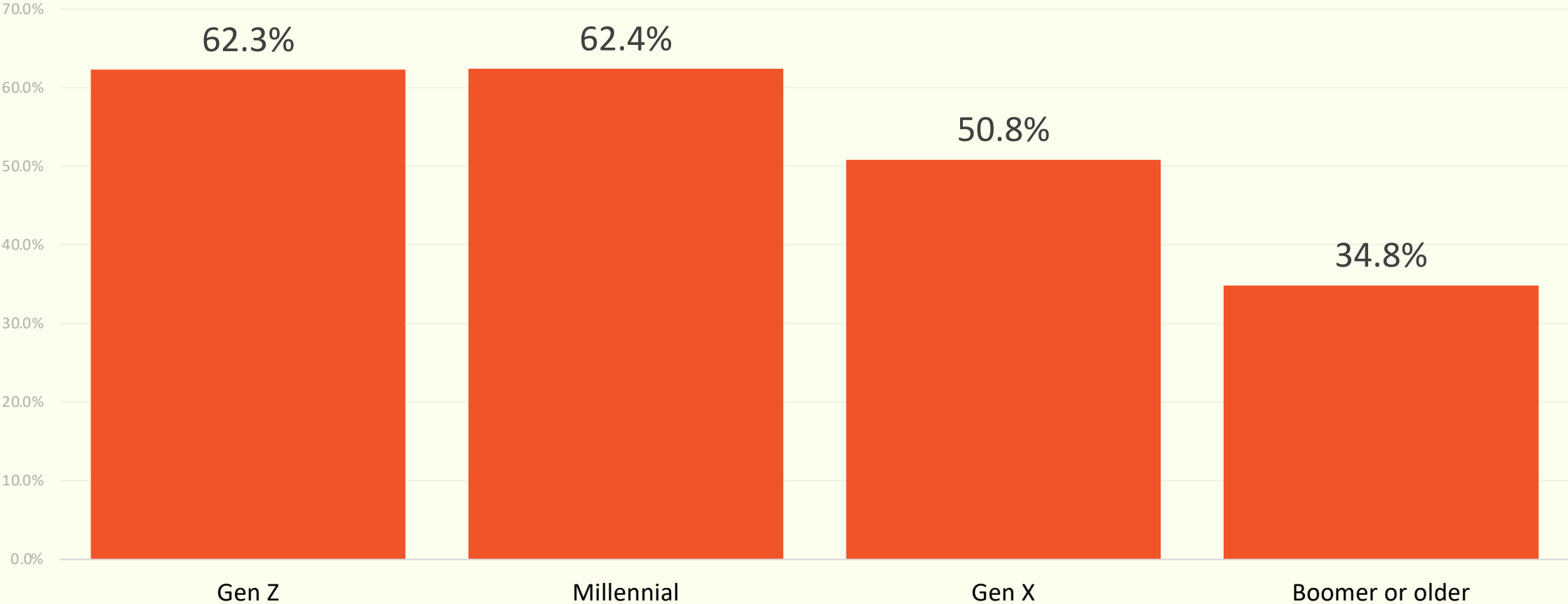
Statement: In the PAST WEEK, I have researched travel ideas online.



Younger Travelers are More Excited for Romance Travel

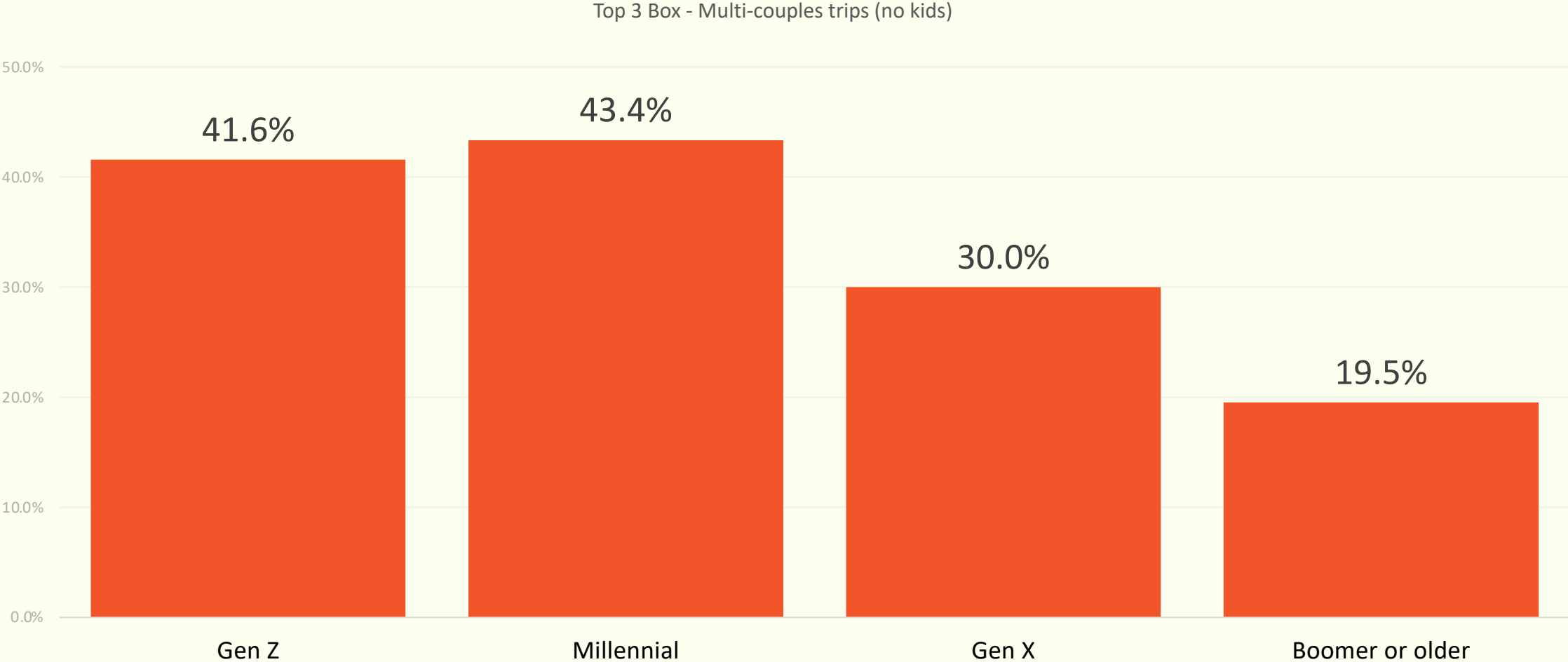
Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS. Use the 10-point scale where 10 = "Extremely excited" and 1 = "Not at all excited" to state how generally excited you are to take each of these types of trips?

Top 3 Box - Romantic Getaways



Multi-Couples Trips Also Appeal More to Gen Z and Millennials

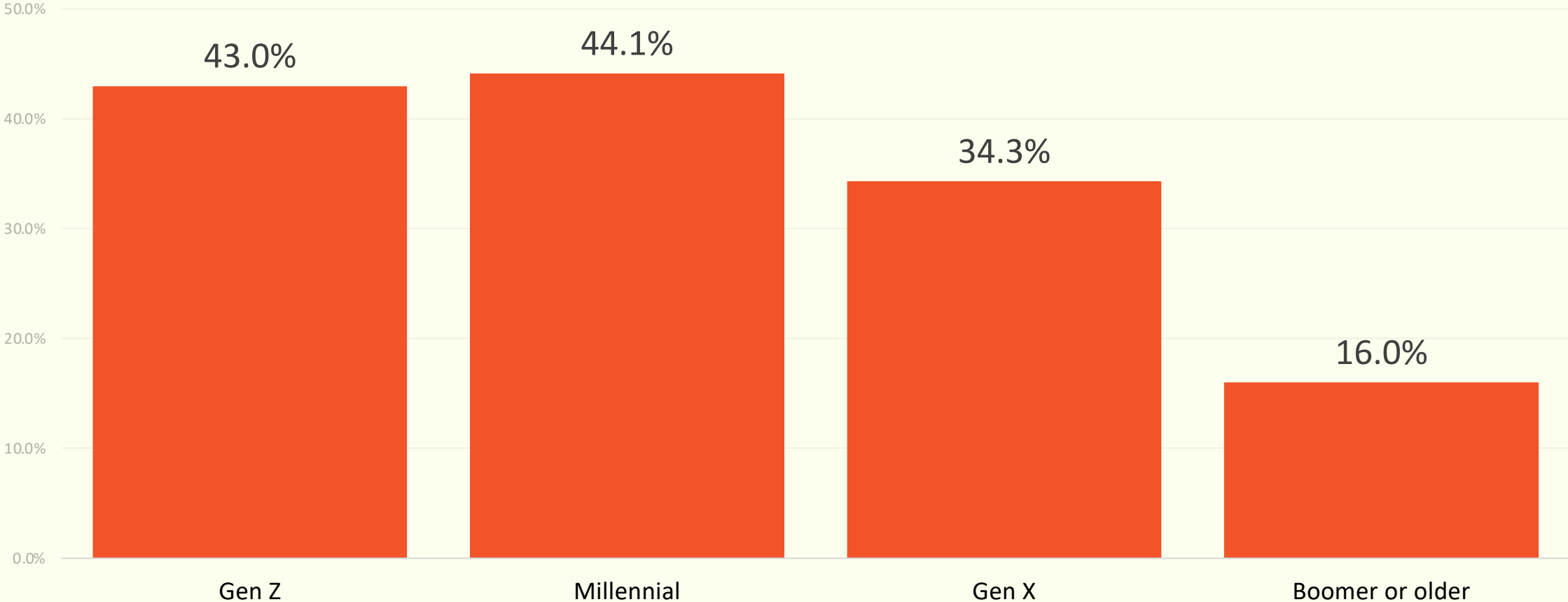
Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS. Use the 10-point scale where 10 = "Extremely excited" and 1 = "Not at all excited" to state how generally excited you are to take each of these types of trips?



Wellness Travel is More Exciting for Younger Generations

Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS. Use the 10-point scale where 10 = "Extremely excited" and 1 = "Not at all excited" to state how generally excited you are to take each of these types of trips?

Top 3 Box - Wellness and healing trips

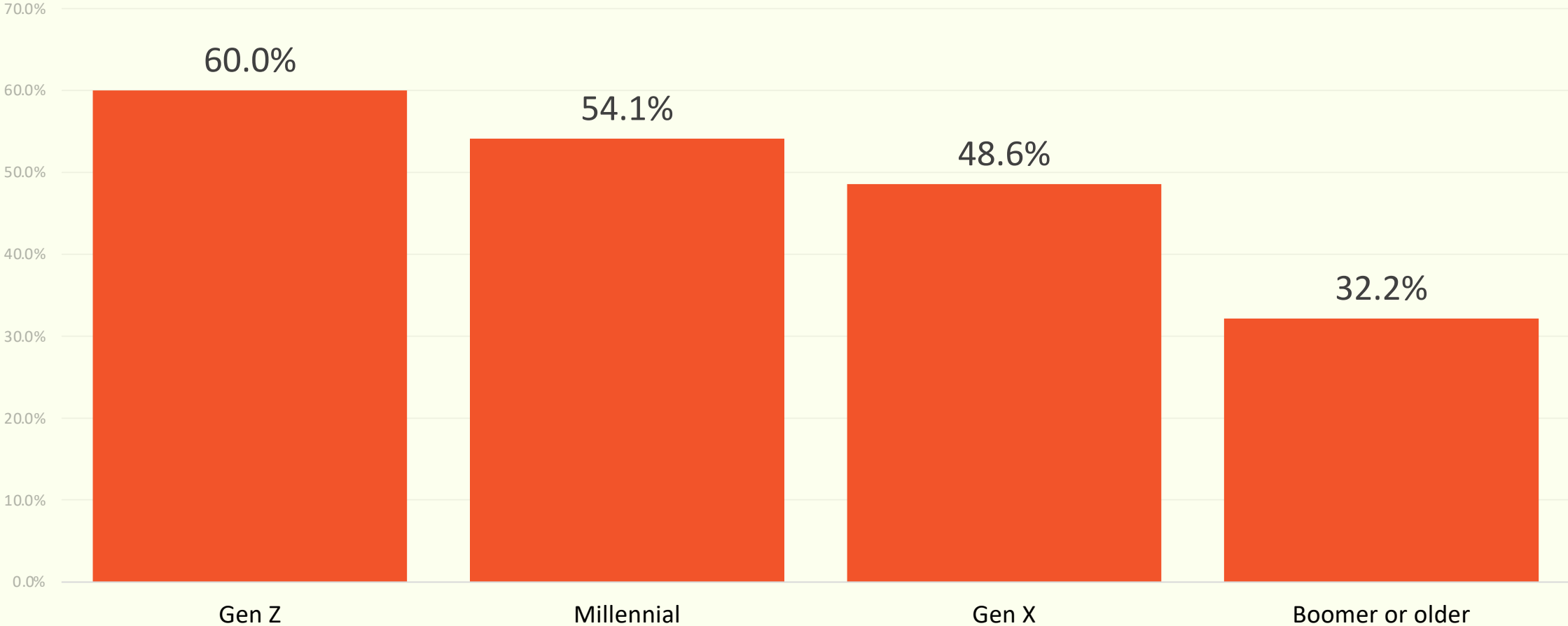


Travel Spending

Younger Generations are More Sensitive to High Travel Prices

Statement: High travel prices have kept me from traveling in the past month.

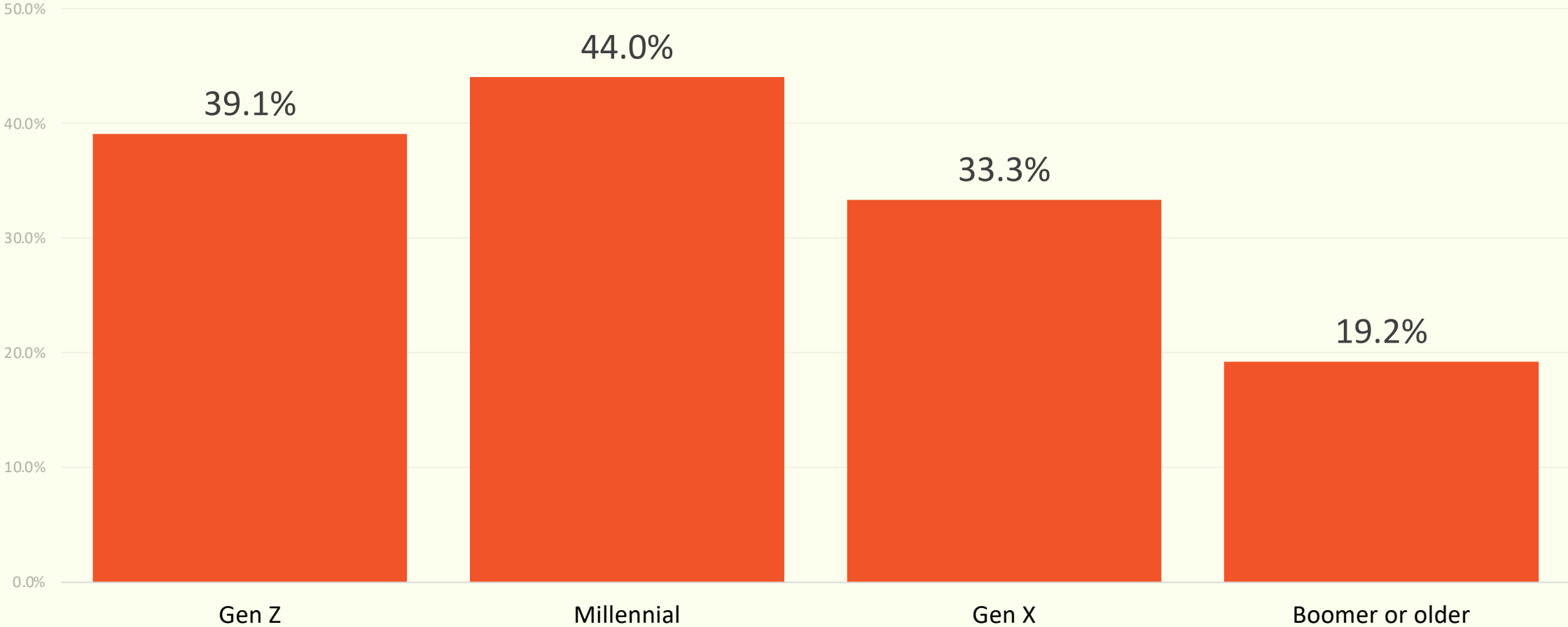
Top 2 Box - Agree or strongly agree



Baby Boomers are More Resilient in the Face of Inflation

Statement: Recent inflation in consumer prices has led me to cancel an upcoming trip.

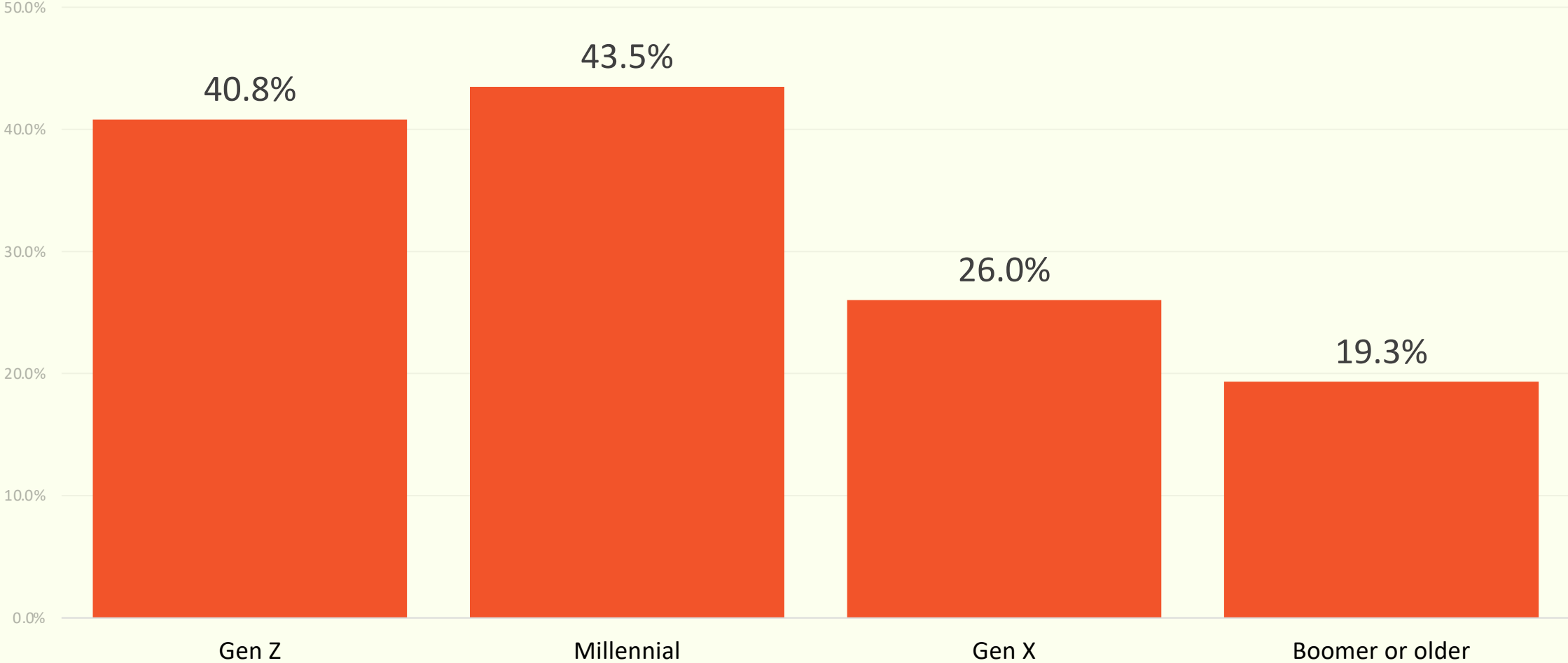
Top 2 Box - Agree or strongly agree



Nevertheless, Younger Generations are More Financially Optimistic

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?

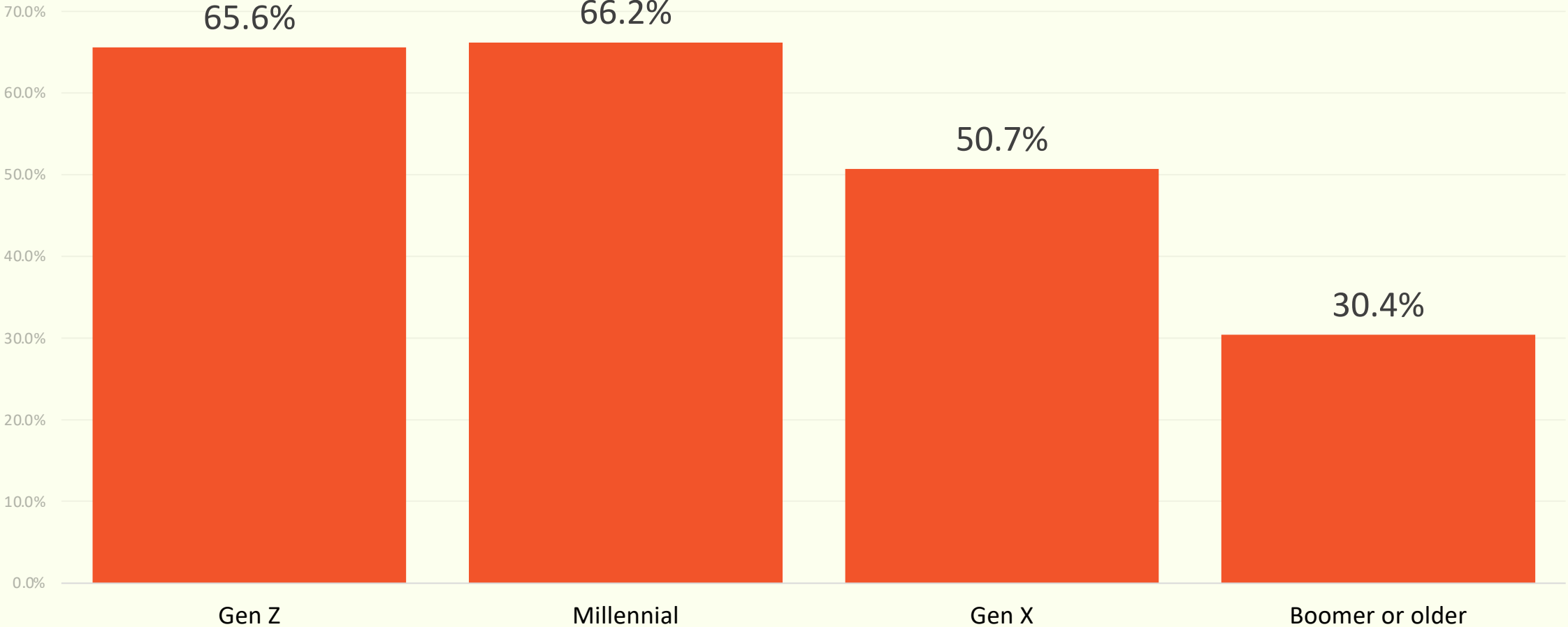
Top 2 Box - Better off or much better off



Younger Generations Anticipate Continued Financial Improvement

Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

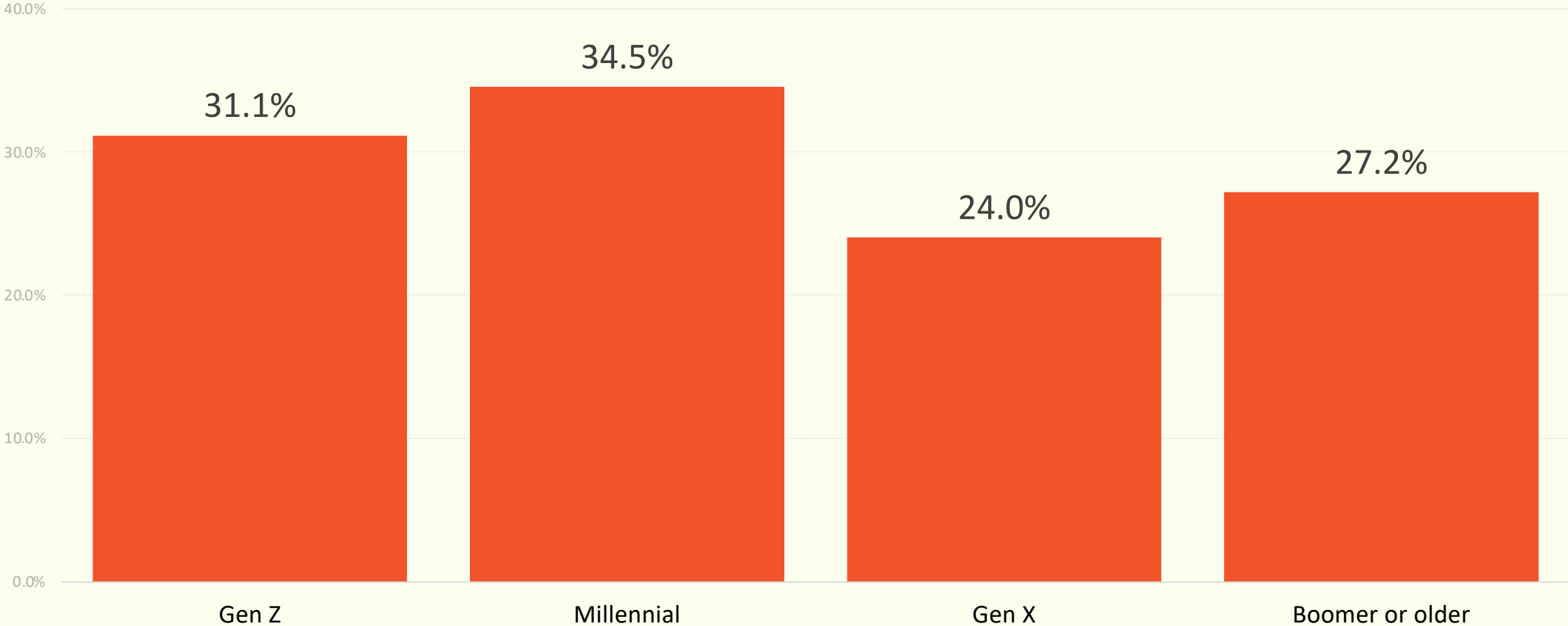
Top 2 Box - Better off or much better off



Millennials are Likeliest to Say It is a Good Time to Spend on Travel

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

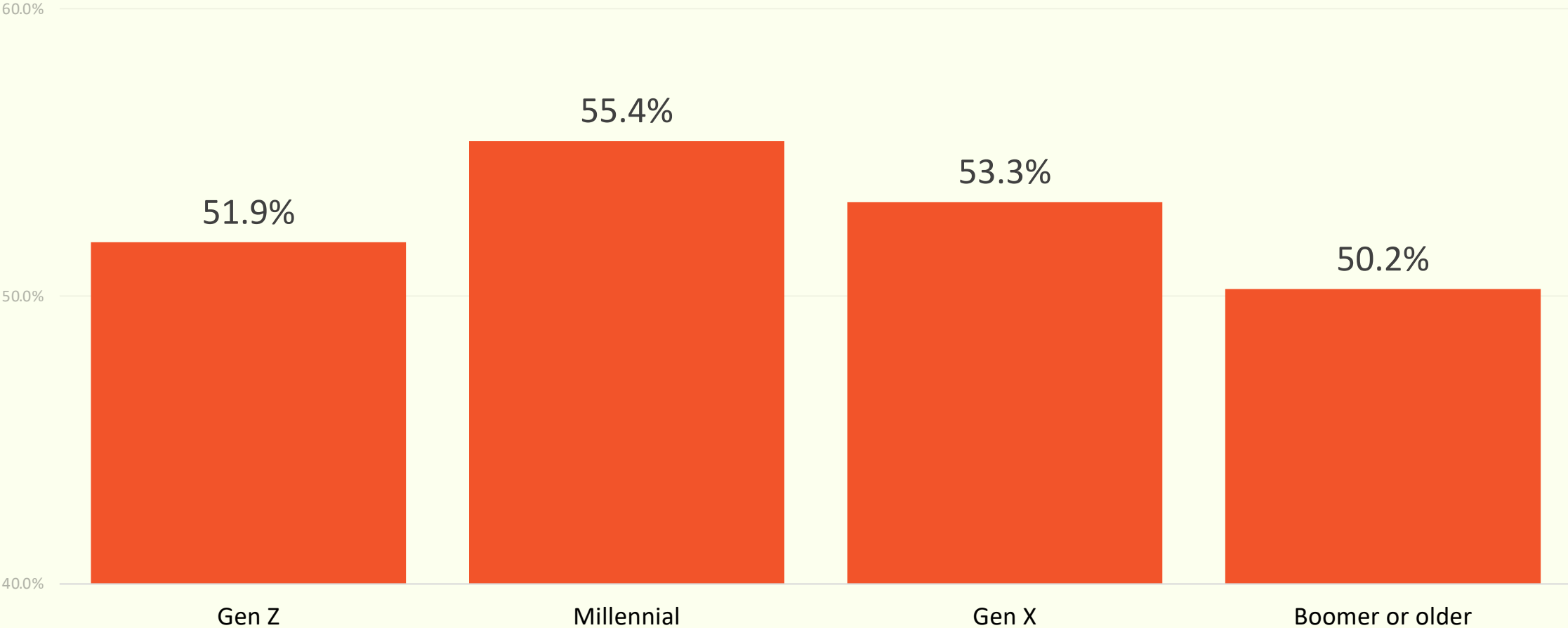
Top 2 Box – A good or very good time



Millennials are Also Likeliest to Prioritize Travel Spending

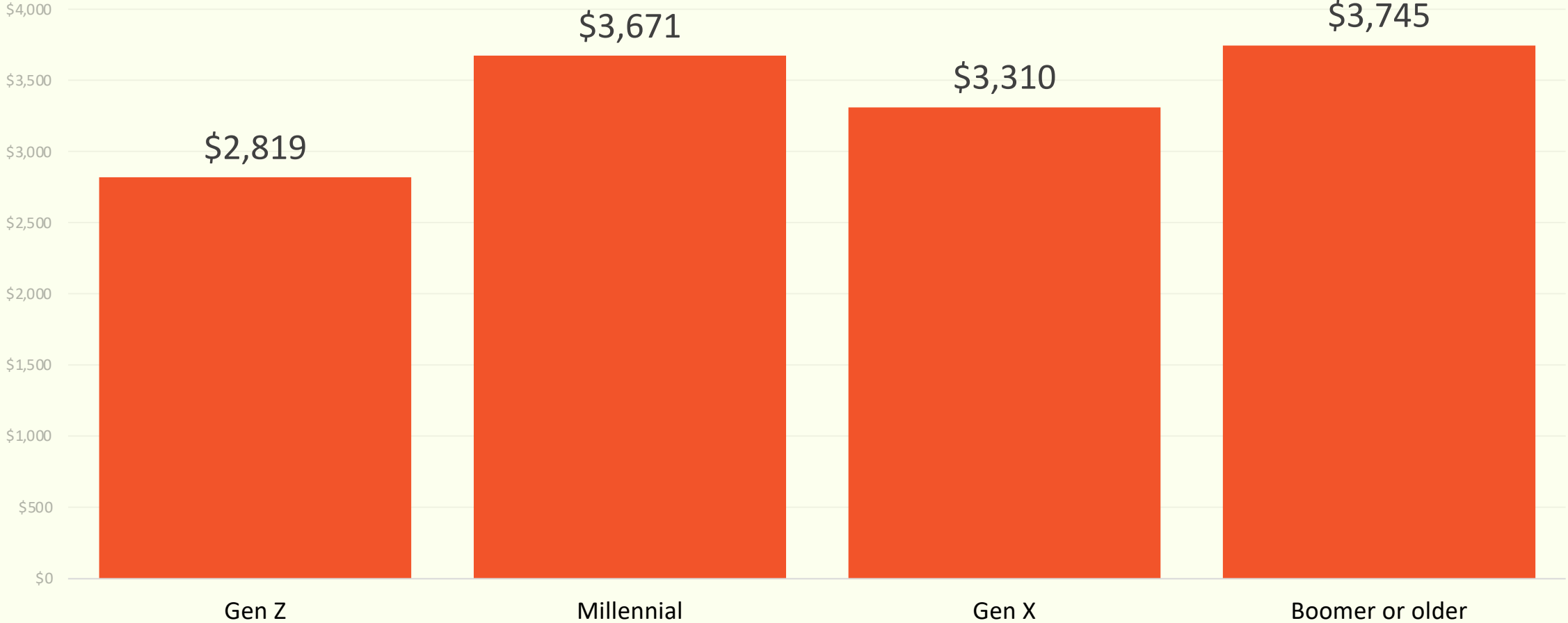
Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Top 2 Box – Somewhat, high, or extremely high priority



Baby Boomers and Millennials Have the Biggest Travel Budgets

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

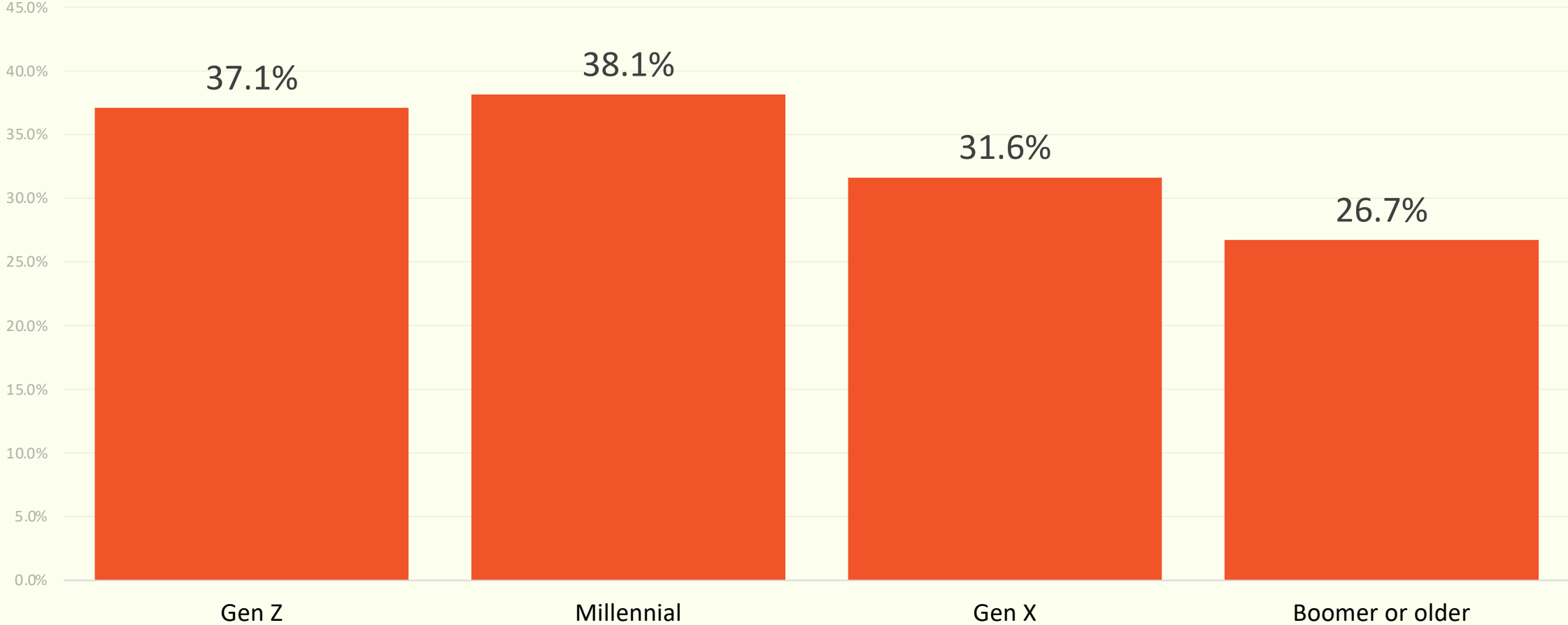


Marketing to Different Generations

Travel Ads Can Do More to Represent Younger Generations

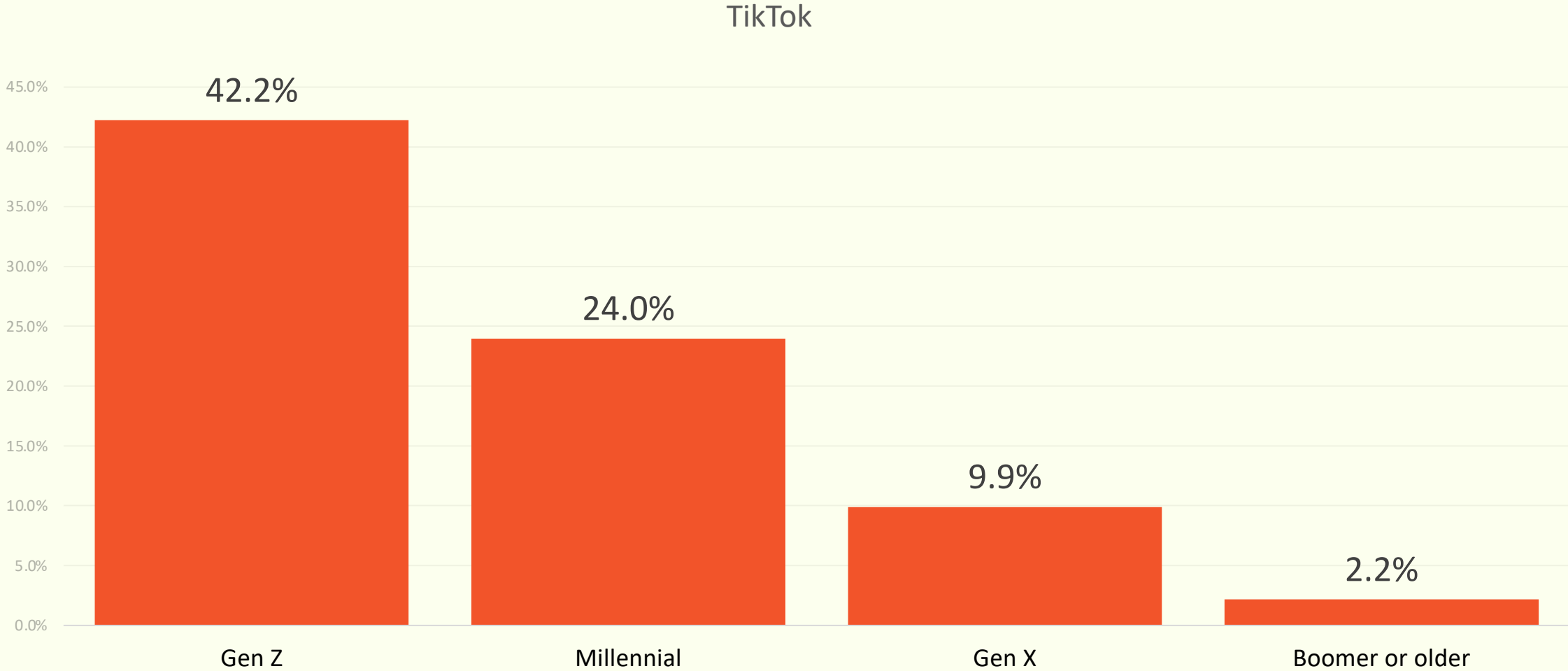
Statement: I've noticed that travel advertisements usually do not reflect people like myself.

Top 2 Box - Agree or strongly agree



TikTok is the Top Channel for Travel Marketing Among Gen Z

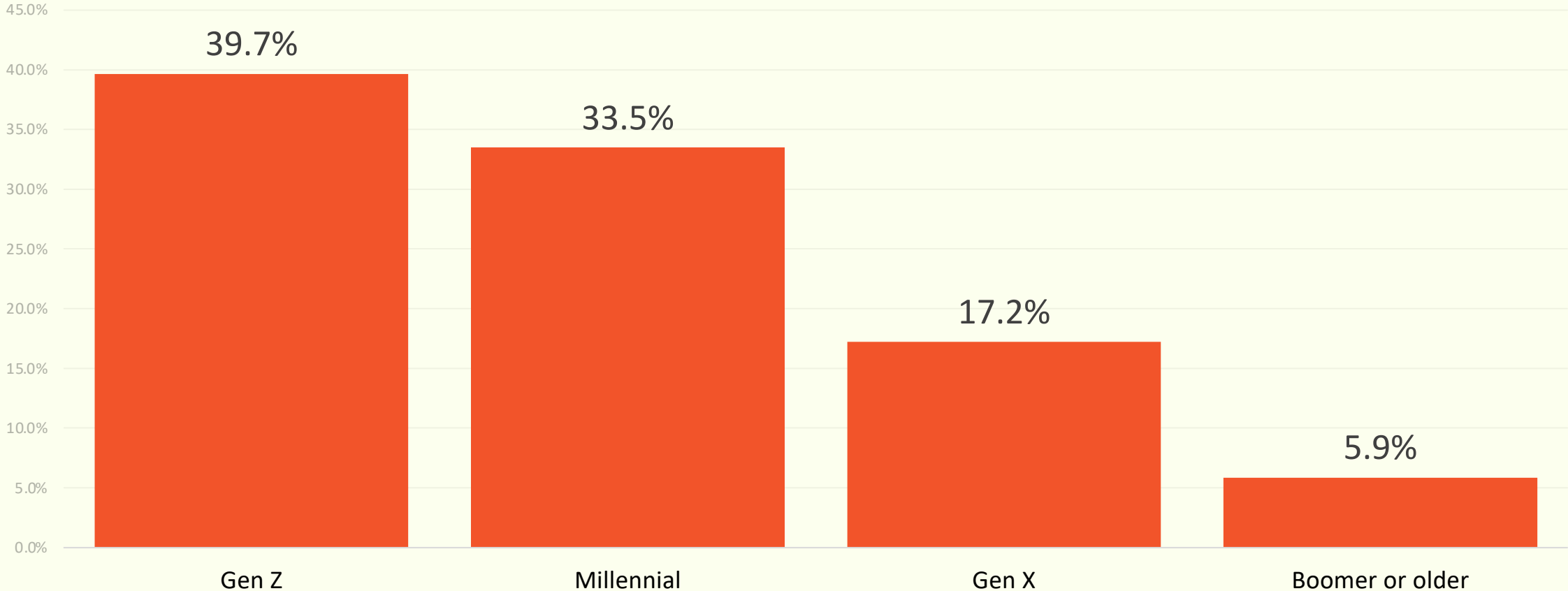
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



Instagram is a Close Second, And Also Reaches Other Generations

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

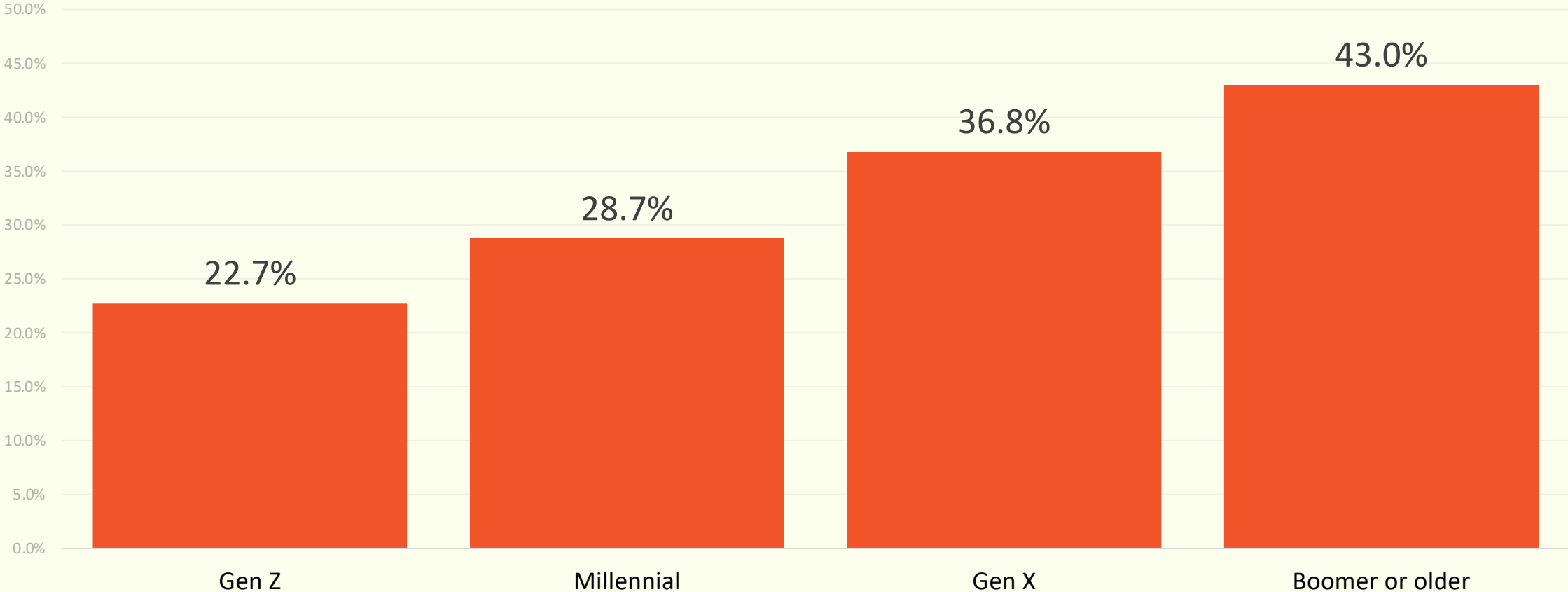
Instagram



Older Generations Prefer to Surf the Web

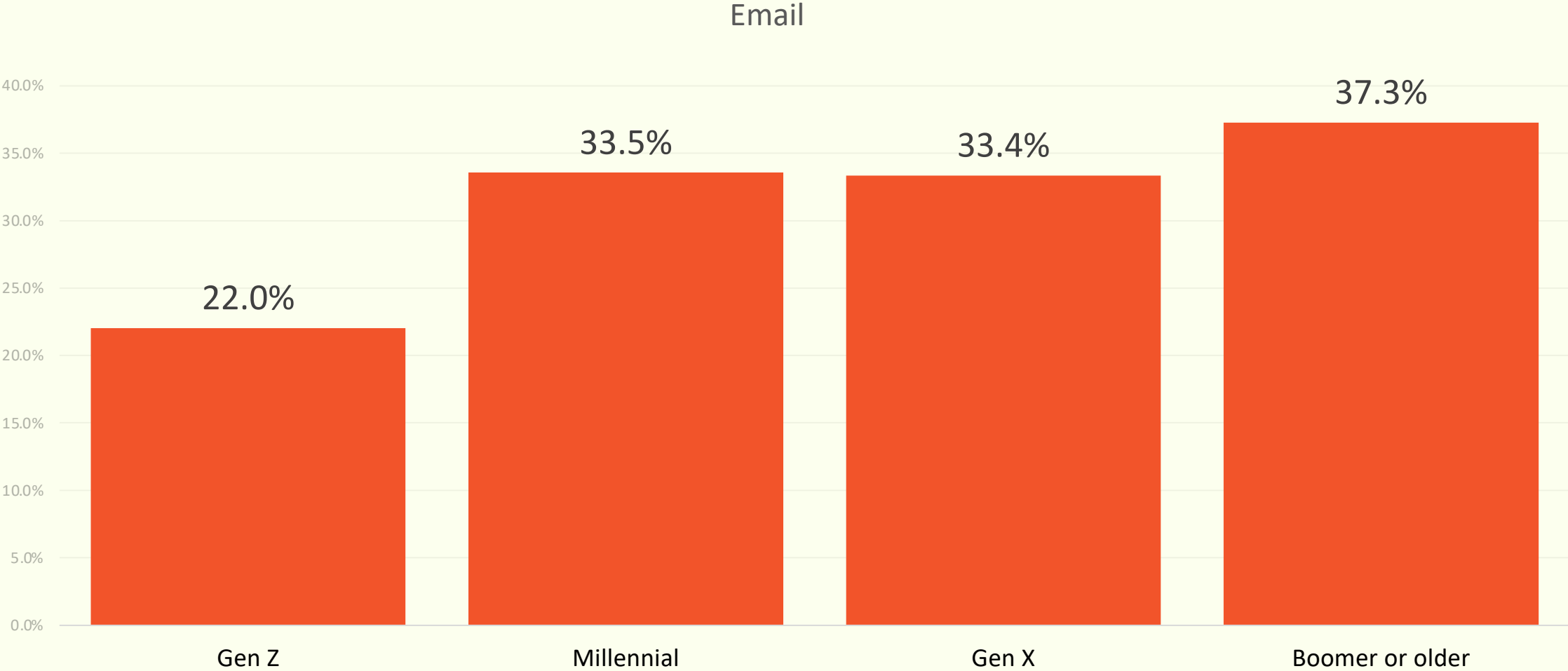
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

Websites found via a search engine



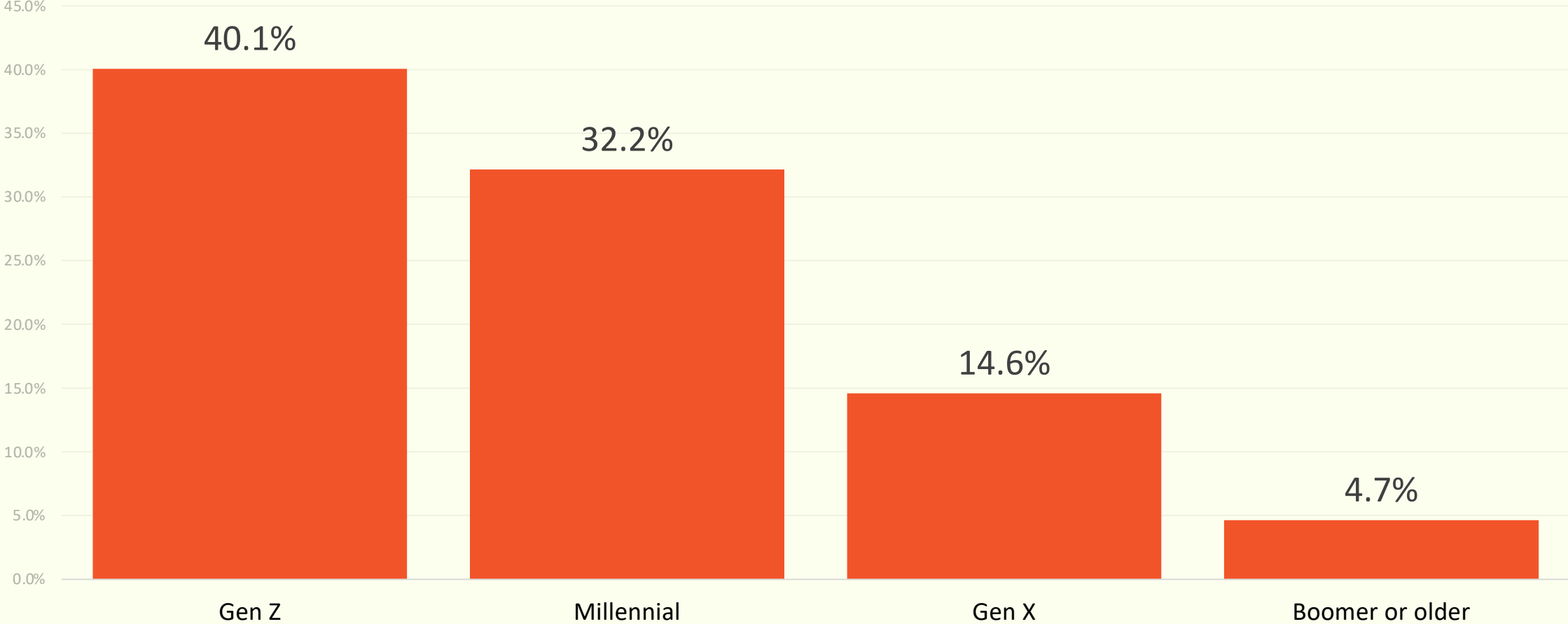
Gen Z is Least Likely to Check Their Inboxes

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



Younger Generations are More Likely to Turn to Digital Influencers

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

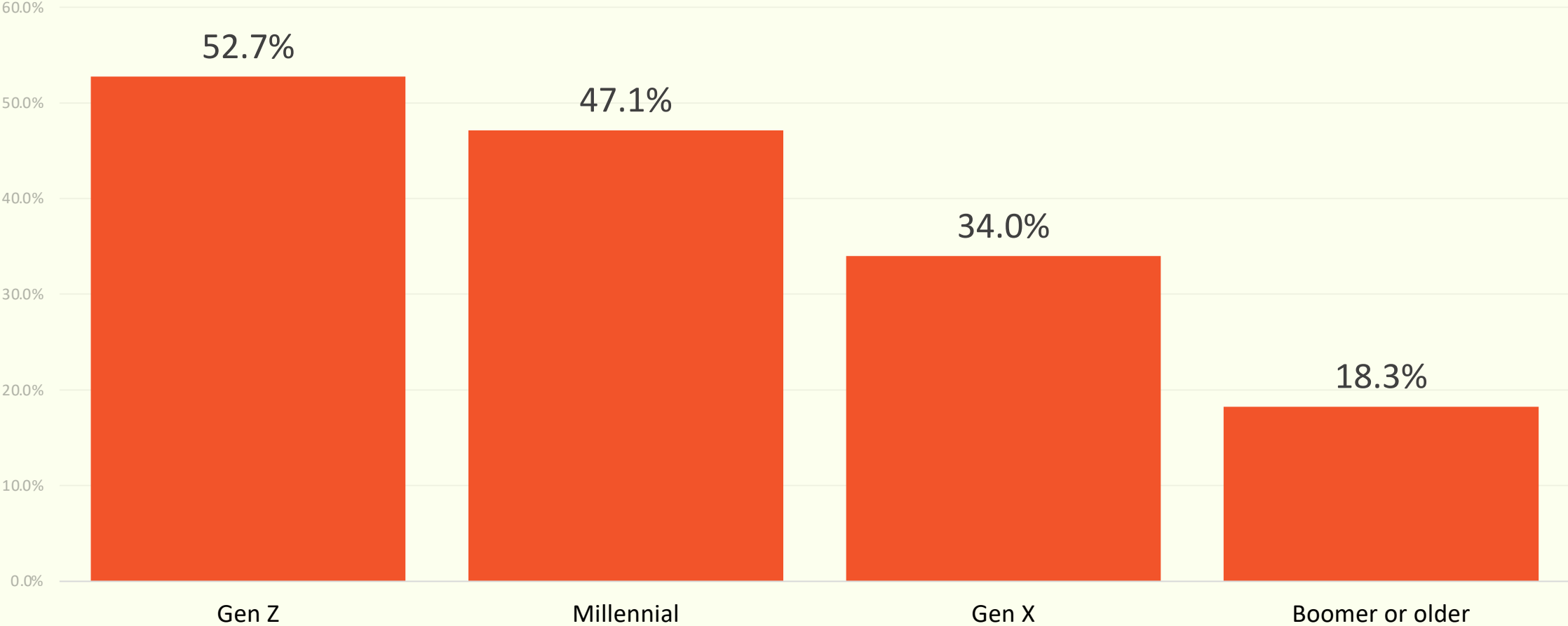


The Majority of Gen Z Use Online Video in Their Travel Planning

Question: In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video)

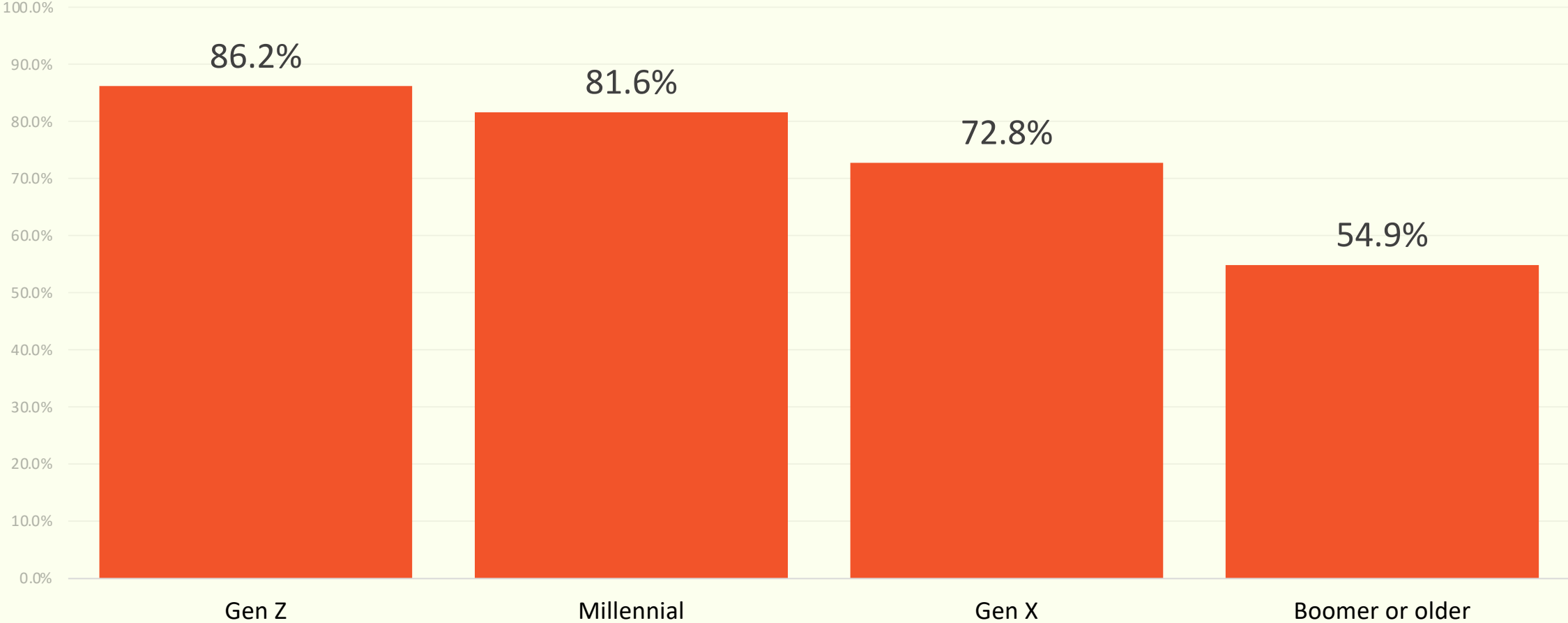
to plan any travel?

Top 2 Box - Agree or strongly agree



Mobile Continues to Be First, Particularly Among Younger Travelers

Question: In the past 12 months, have you used a MOBILE PHONE to access online travel information?



Most Loved Travel Brands

GEN Z

Delta Airlines (43.0%)

American Airlines (42.7%)

Hilton (37.7%)

Hotels.com (33.2%)

Best Western (32.5%)

GEN X

American Airlines (41.3%)

Southwest Airlines (38.4%)

Delta Airlines (37.2%)

Carnival Cruise Line (32.1%)

Hilton (30.7%)

MILLENNIALS

American Airlines (43.6%)

Delta Airlines (42.8%)

American Cruise Lines (39.4%)

Hilton (38.1%)

Hotels.com (35.3%)

BOOMER OR OLDER

American Airlines (39.9%)

Southwest Airlines (38.4%)

Delta Airlines (33.1%)

United Airlines (26.5%)

Marriott (25.7%)

Top 5 Domestic Destinations

GEN Z

1. New York
2. California
3. Florida
4. Las Vegas
5. Chicago

GEN X

1. Florida
2. Las Vegas
3. New York
4. California
5. Orlando

MILLENNIALS

1. New York
2. Florida
3. Las Vegas
4. California
5. Texas

BOOMER OR OLDER

1. Florida
2. New York
3. Las Vegas
4. Chicago
5. California

Top 5 International Destinations

GEN Z

1. Italy
2. Japan
3. Mexico
4. United Kingdom
5. France

GEN X

1. Italy
2. United Kingdom
3. France
4. Paris
5. Mexico

MILLENNIALS

1. Italy
2. Canada
3. Mexico
4. United Kingdom
5. Japan

BOOMER OR OLDER

1. Italy
2. United Kingdom
3. Ireland
4. France
5. Spain

Foodies

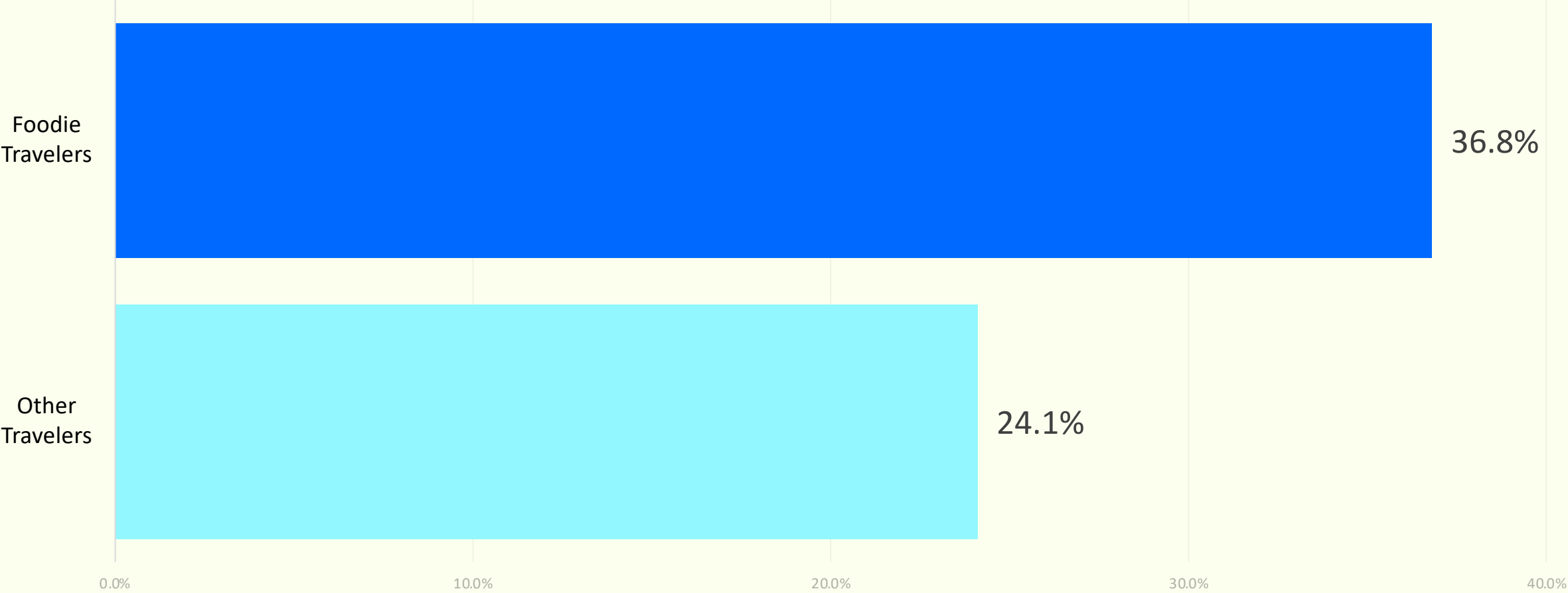


Travel Spending

Better Financial Situation

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?

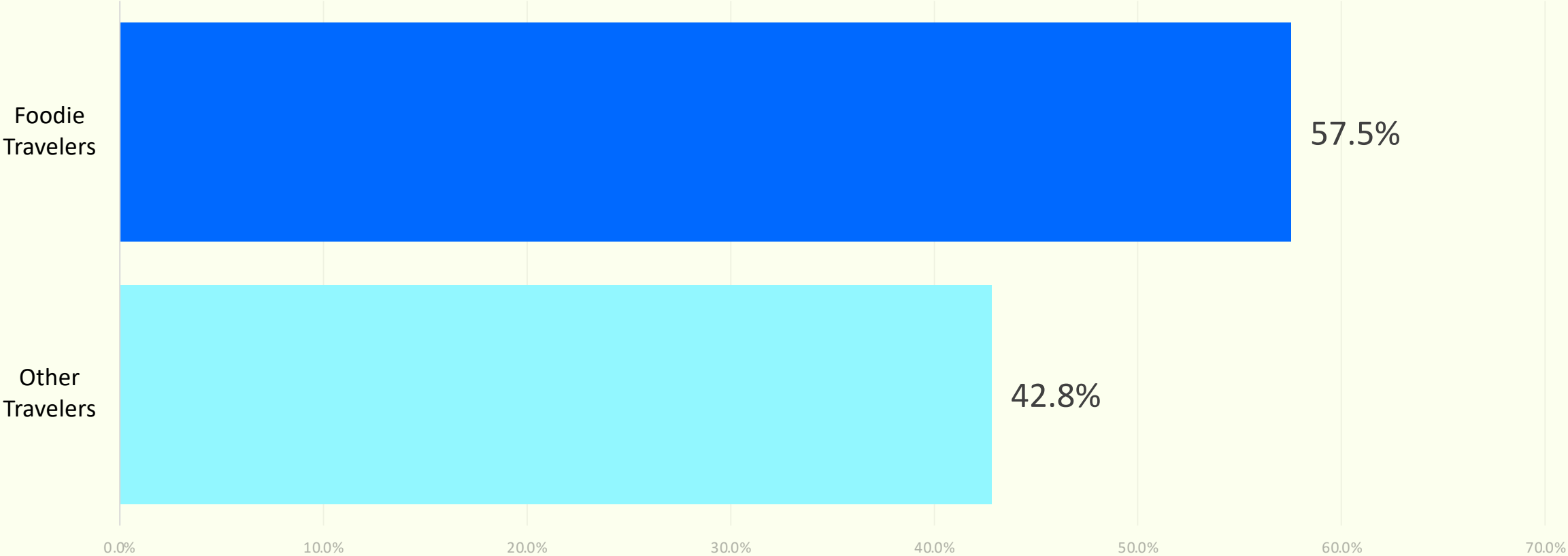
Top 2 Box - Better off or Much better off



Higher Financial Optimism

Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

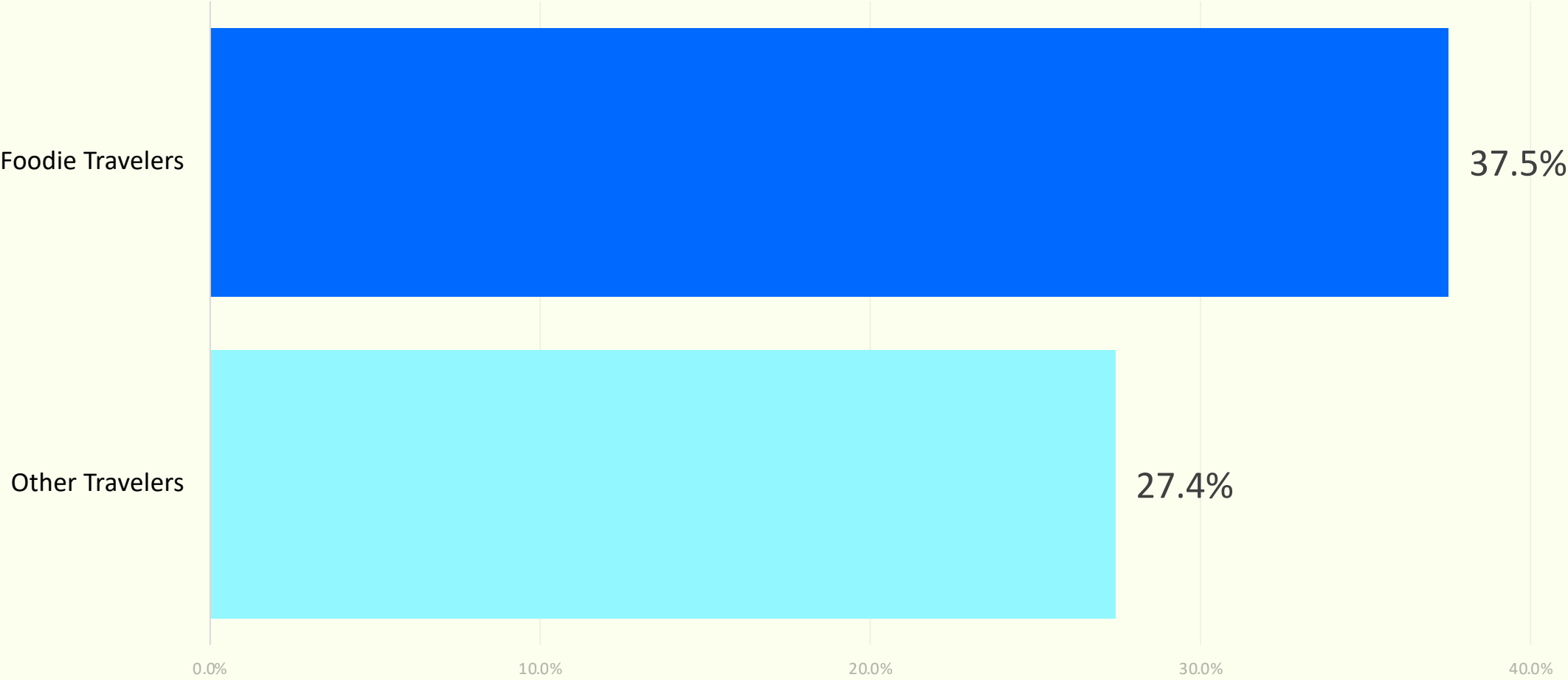
Top 2 Box - Better off or Much better off



More Reactive to Inflation

Statement: Recent inflation in consumer prices has led me to cancel an upcoming trip.

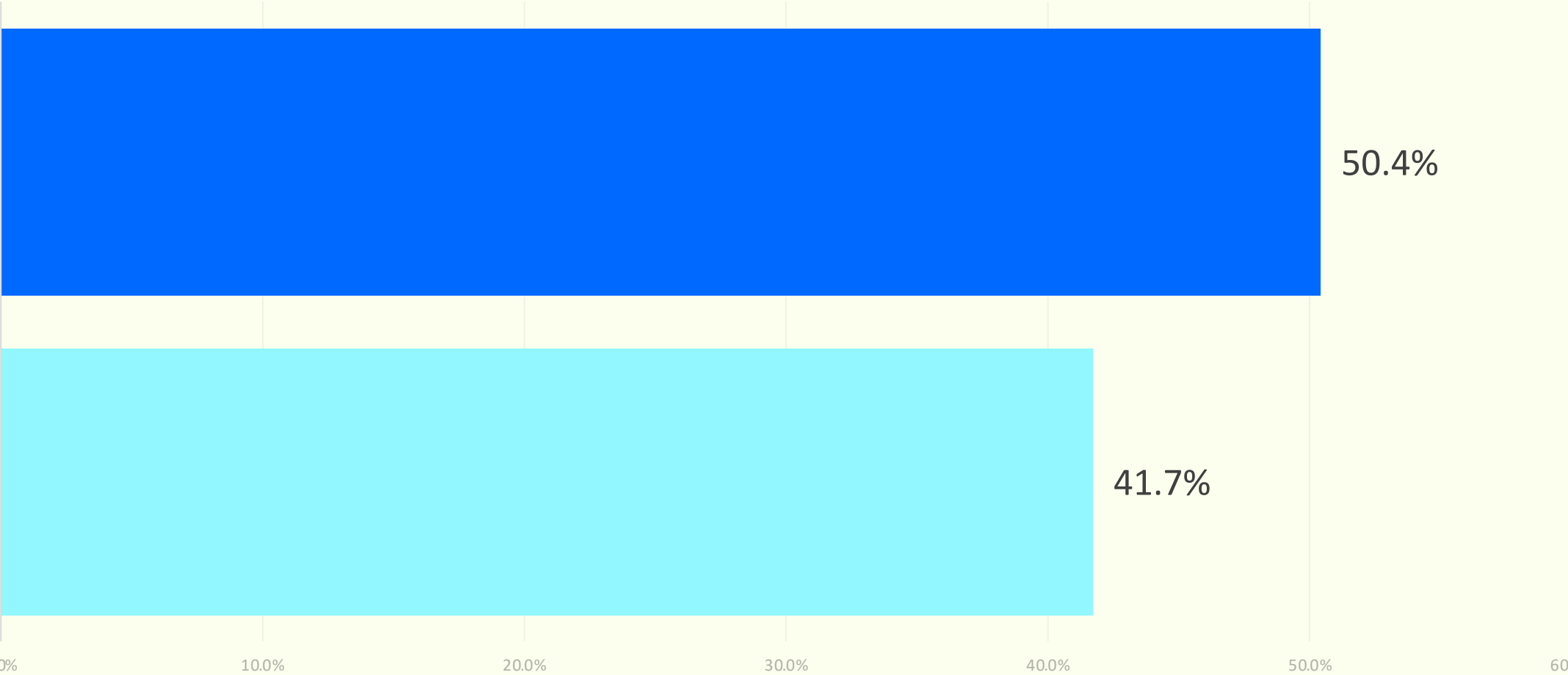
Top 2 Box – Agree or strongly agree



More Sensitive to High Travel Prices

Statement: High travel prices have kept me from traveling in the past month.

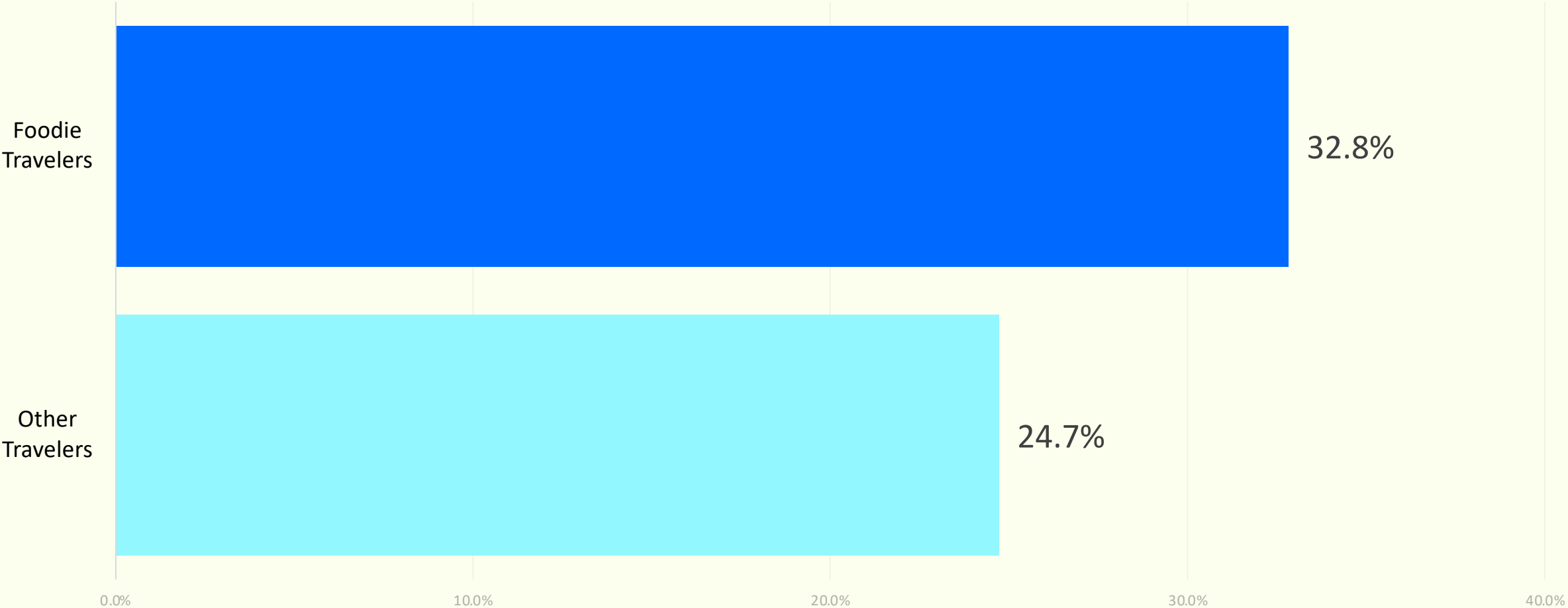
Top 2 Box – Agree or strongly agree



More Inclined to Spend on Leisure Travel

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

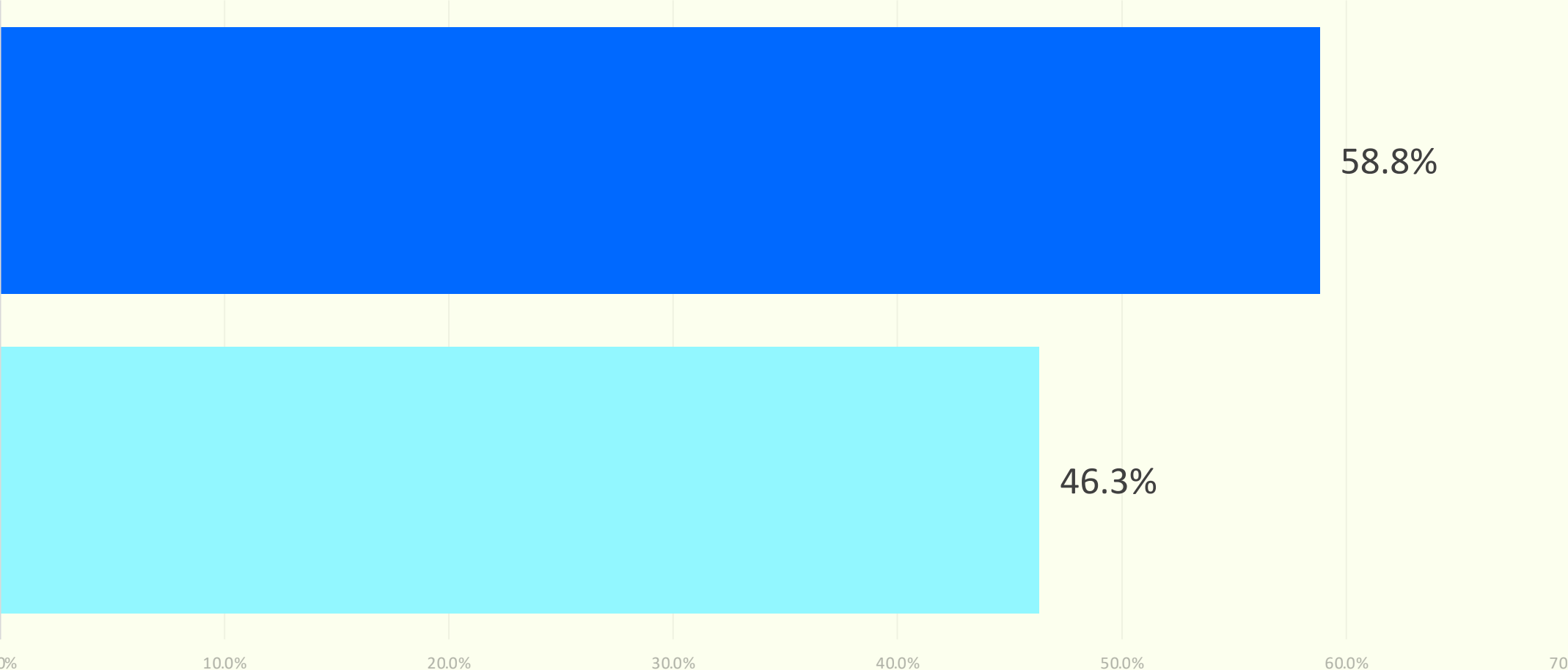
Top 2 Box – It is a good time or It is a very good time



More Likely to Prioritize Travel Spending

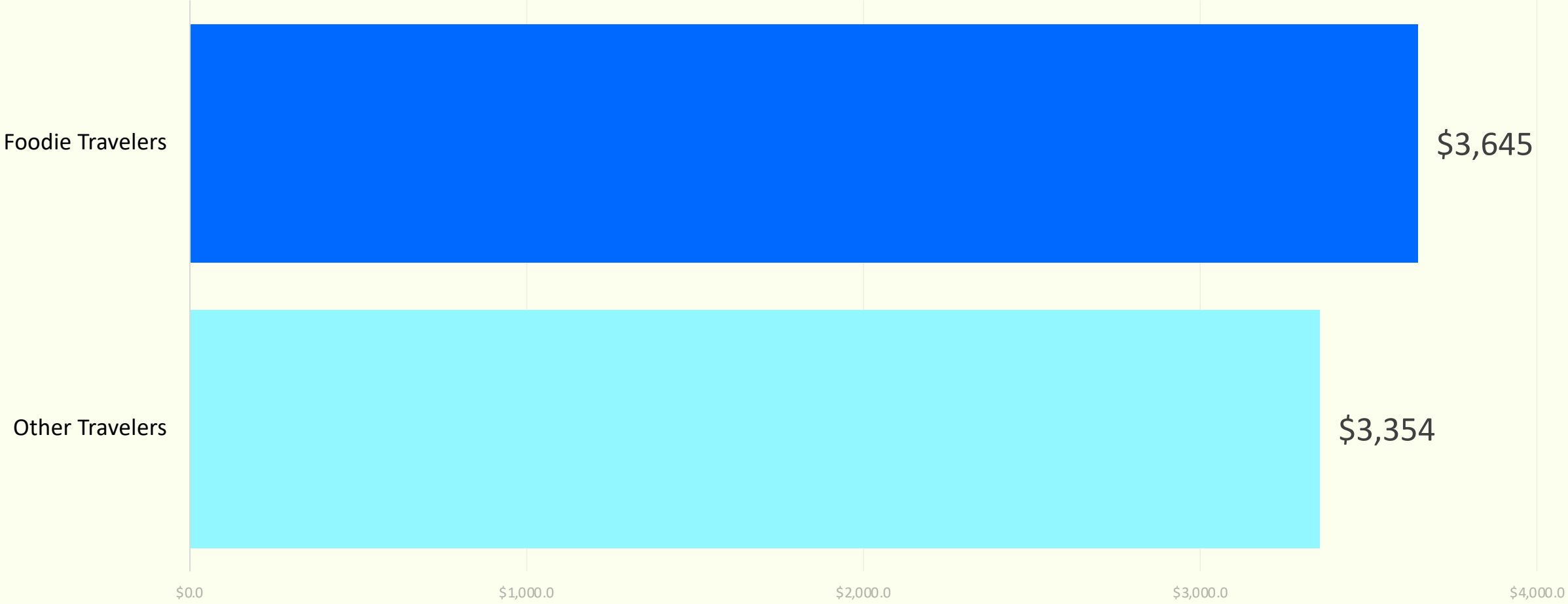
Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Top 3 Box – Somewhat, high, or extremely high priority



Slightly Higher Expected Travel Spending

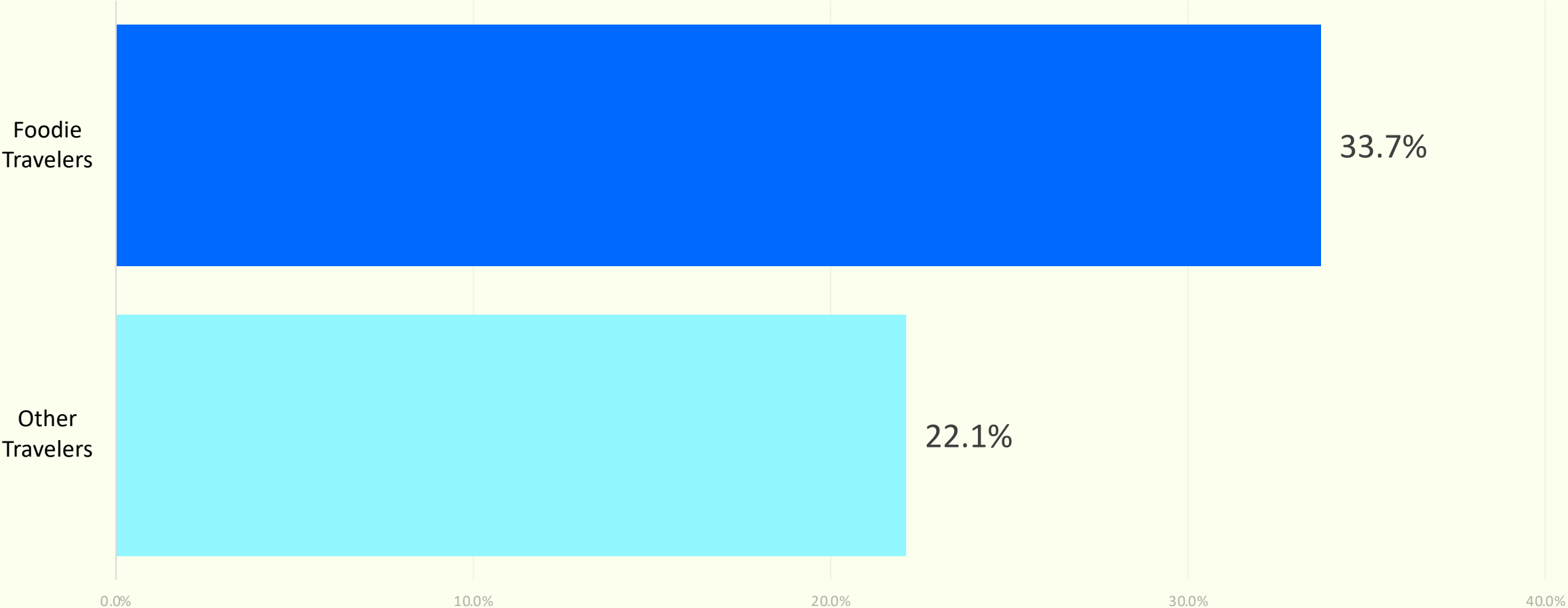
Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



Travel Outlook

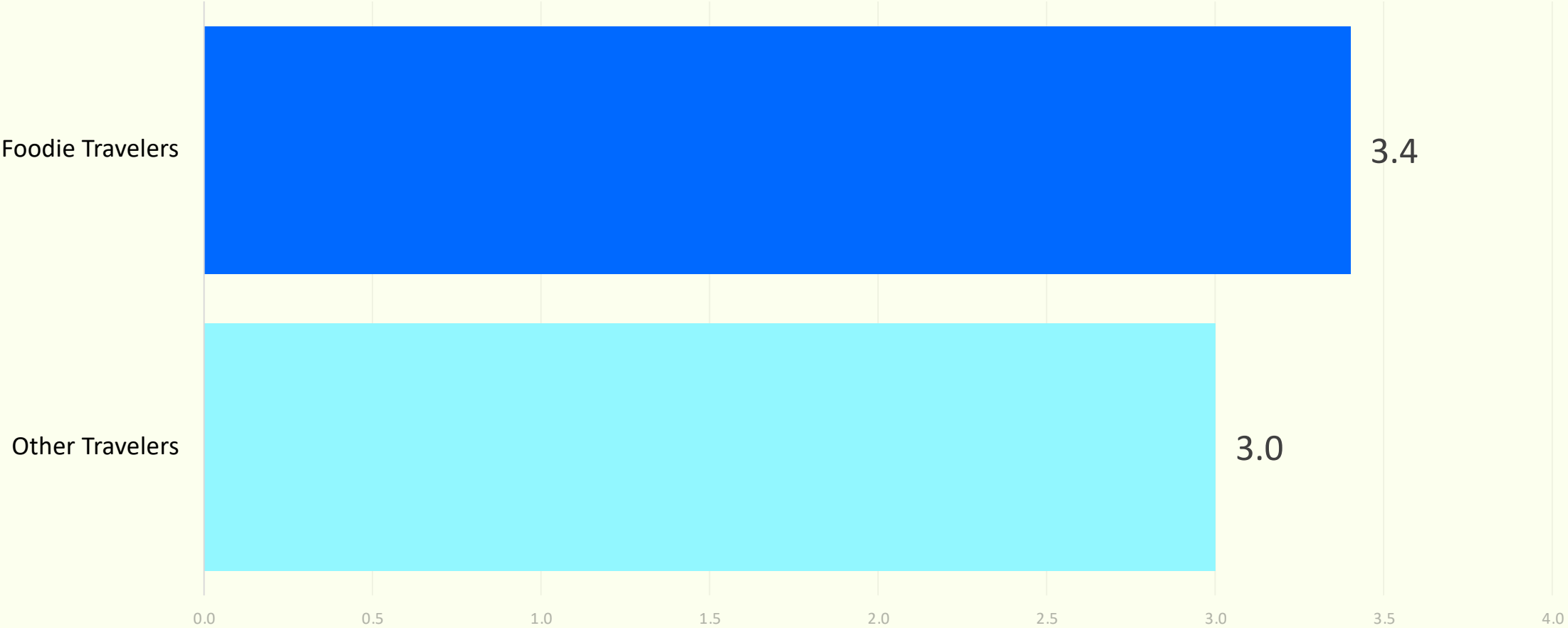
Anticipate Traveling More

Question: In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



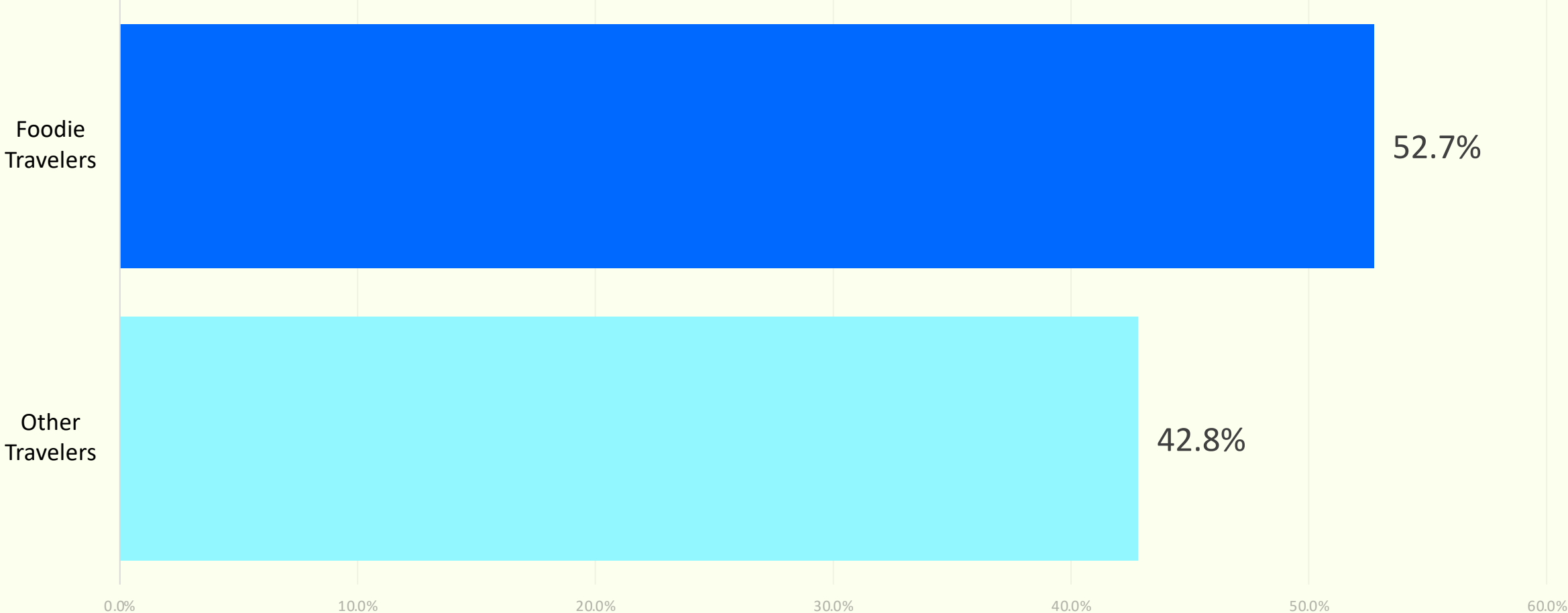
Expect to Take More Trips

Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



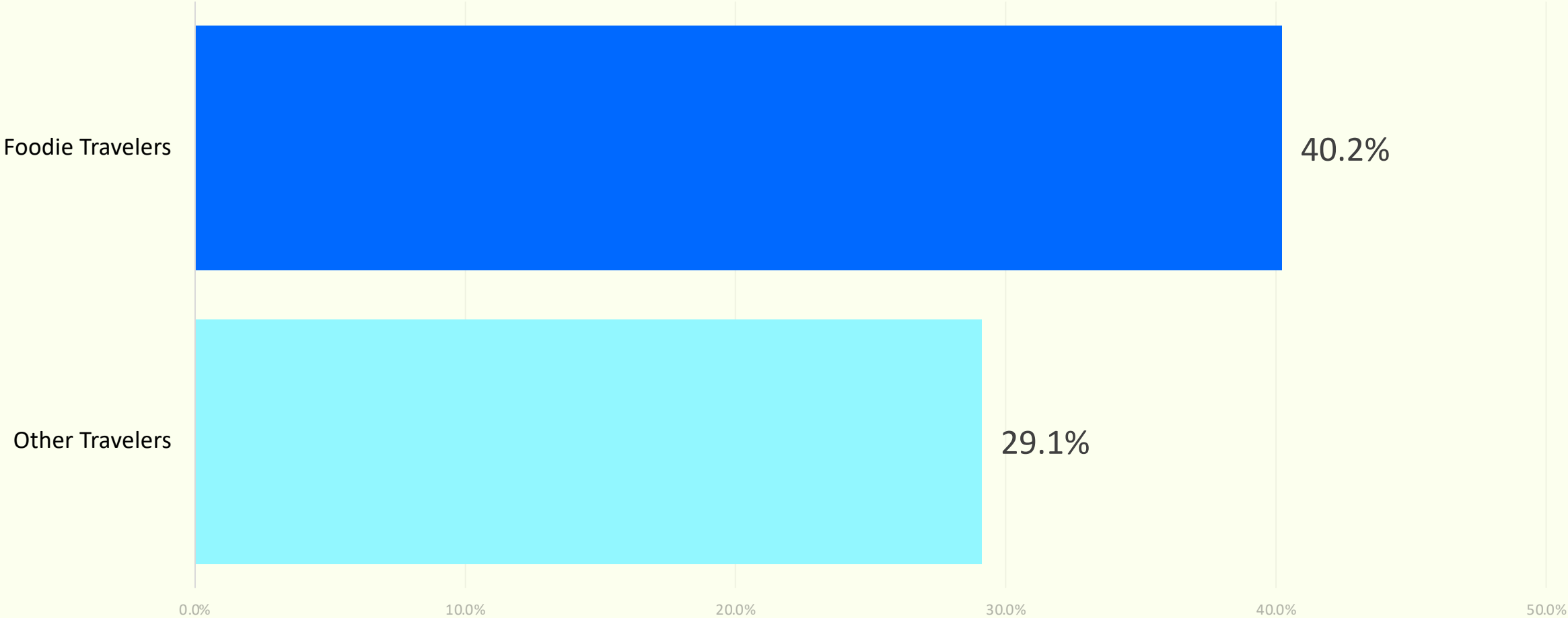
More Likely to Dream about Leisure Travel

Statement: In the PAST WEEK, I have day-dreamed about taking a leisure trip.



Are Actively Researching Travel Ideas Online

Statement: In the PAST WEEK, I have researched travel ideas online.

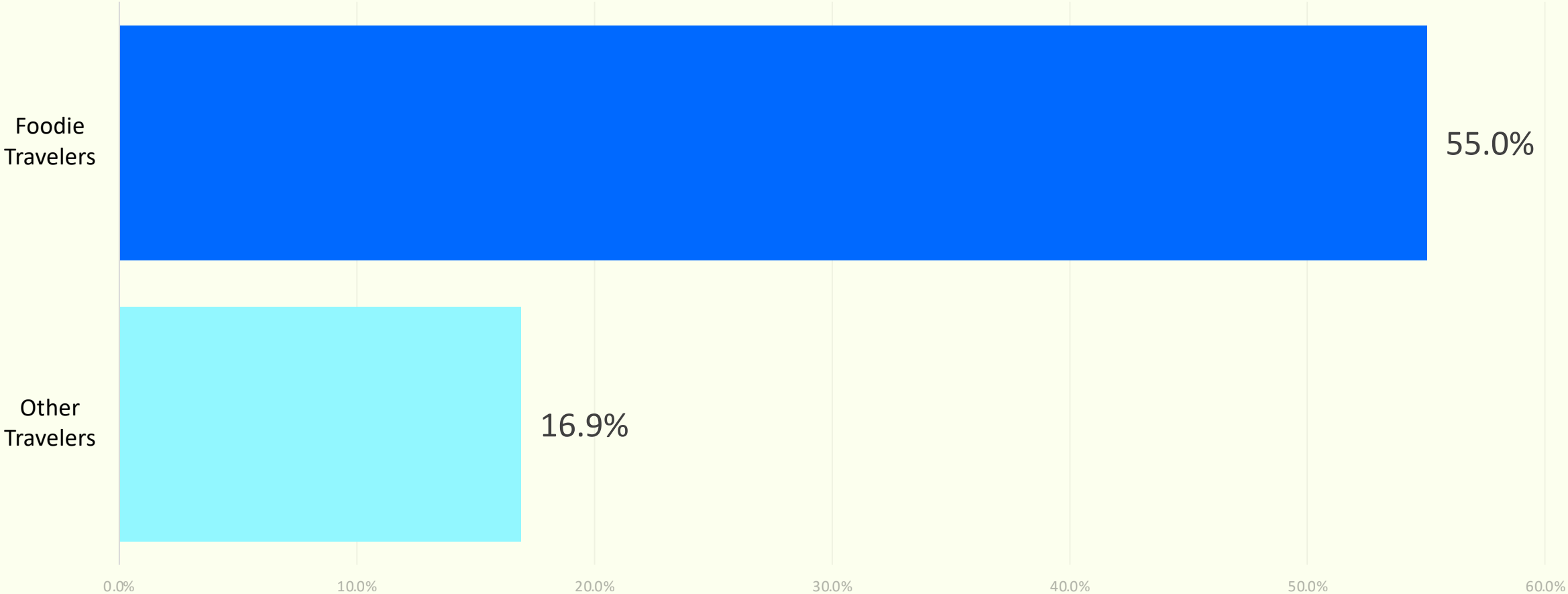


The Role of Food

Food Plays a Key Role in Destination Selection

Question: Thinking about how you select the destinations you visit, how generally important is a destination's food attributes or food scene?

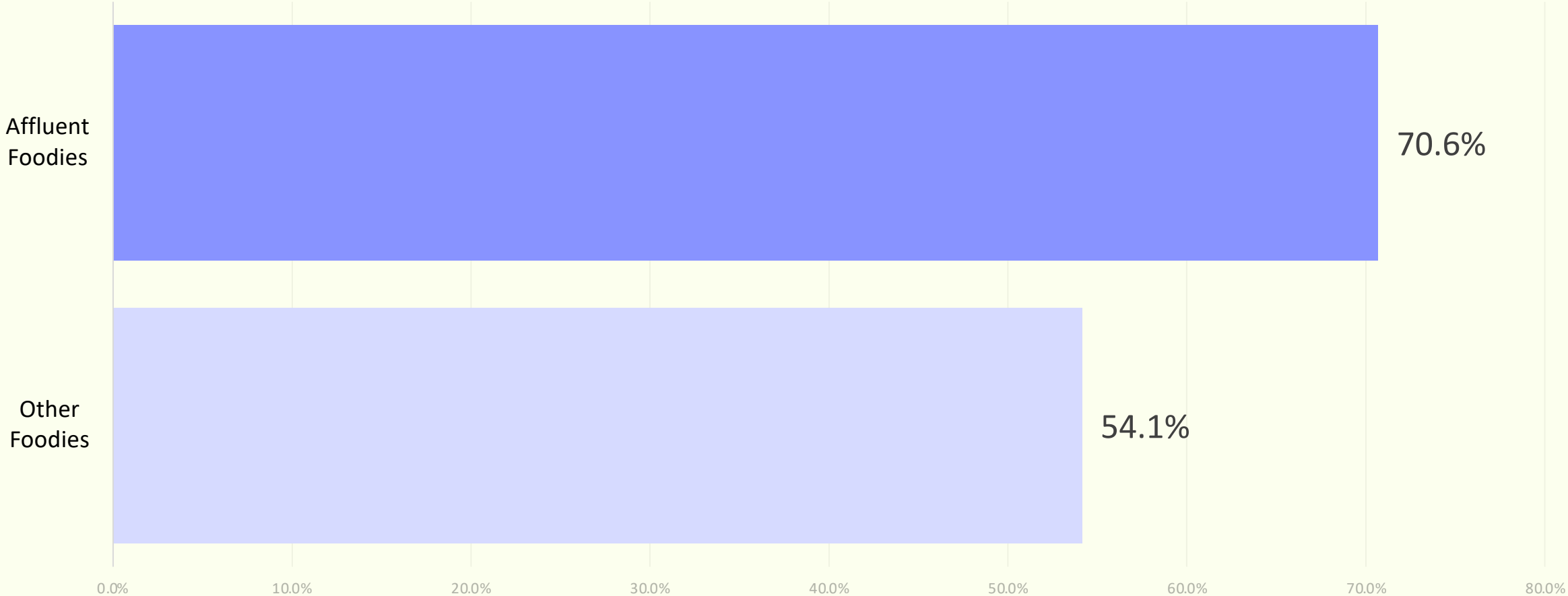
Top 2 Box – Very or critically important



Affluent Foodies are Even More Likely to Place Importance on a Destination's Food Scene

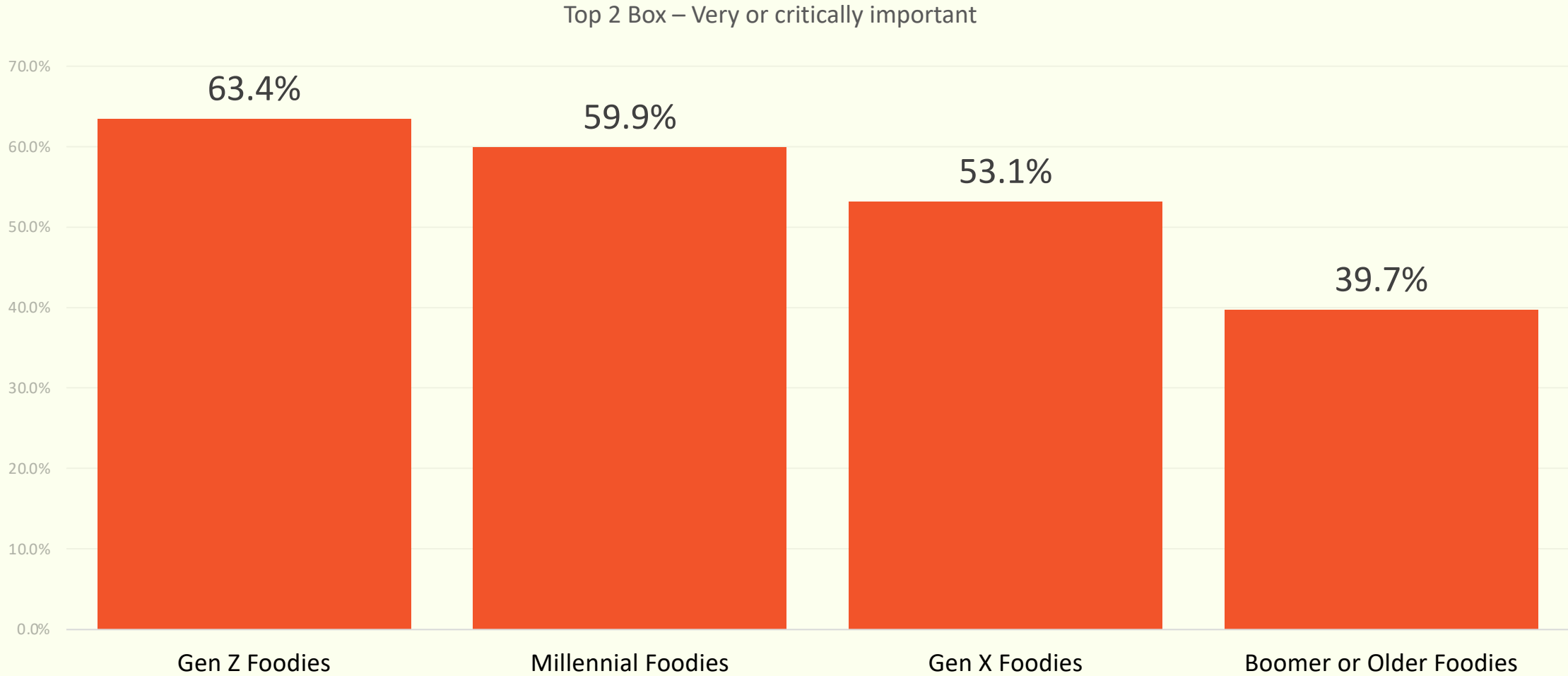
Question: Thinking about how you select the destinations you visit, how generally important is a destination's food attributes or food scene?

Top 2 Box – Very or critically important



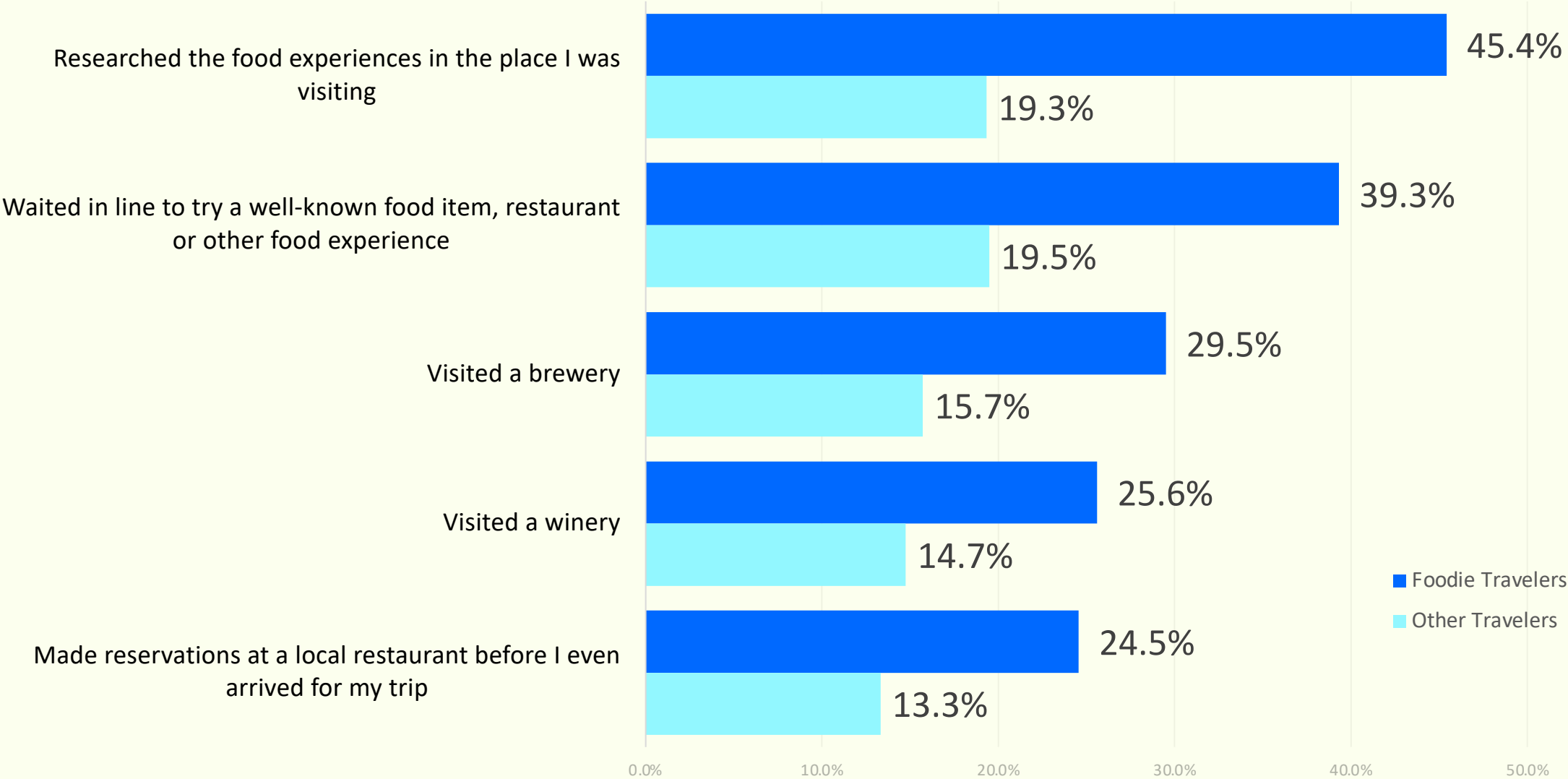
A Destination's Food Scene is Most Important to Gen Z Foodies

Question: Thinking about how you select the destinations you visit, how generally important is a destination's food attributes or food scene?



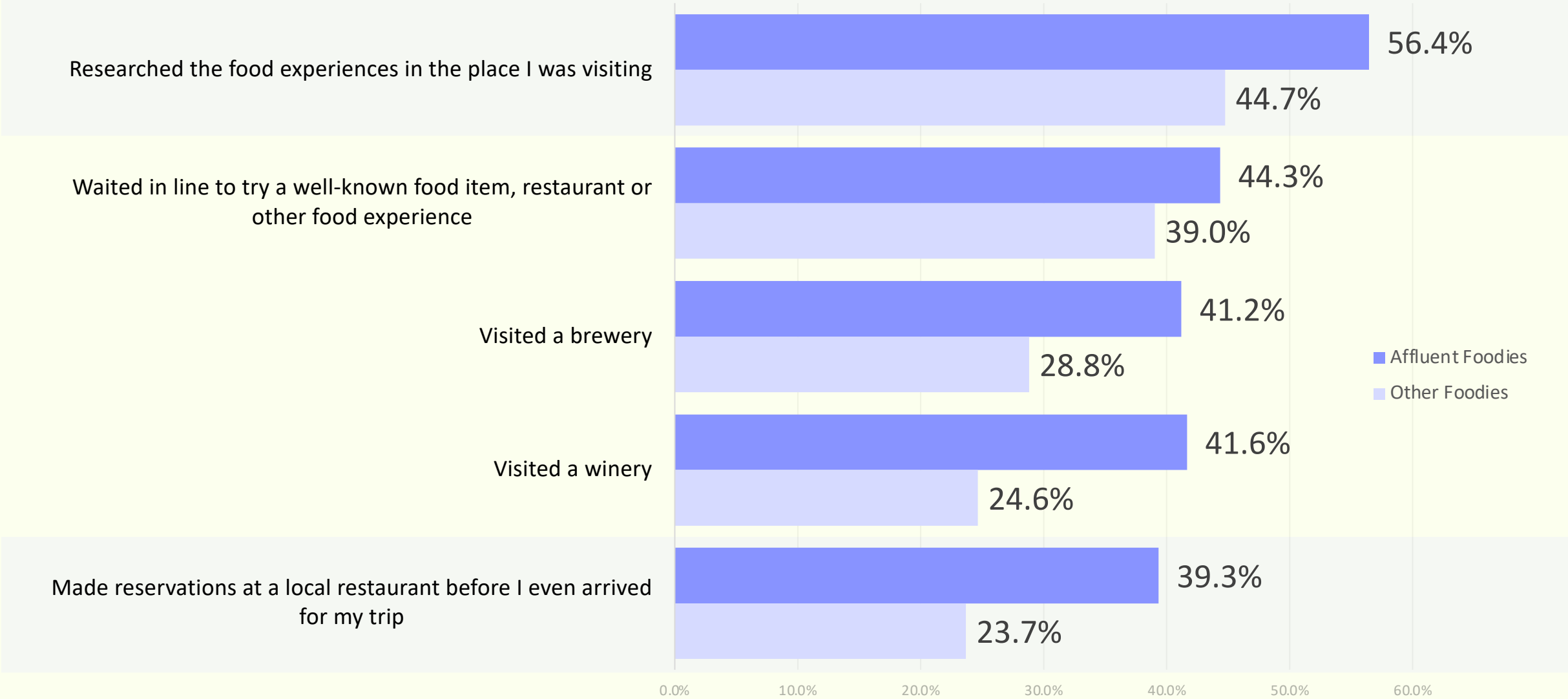
More Likely to Engage with the Food Scene In-Destination

Question: In the PAST TWELVE (12) MONTHS, which have you done while on a leisure trip?



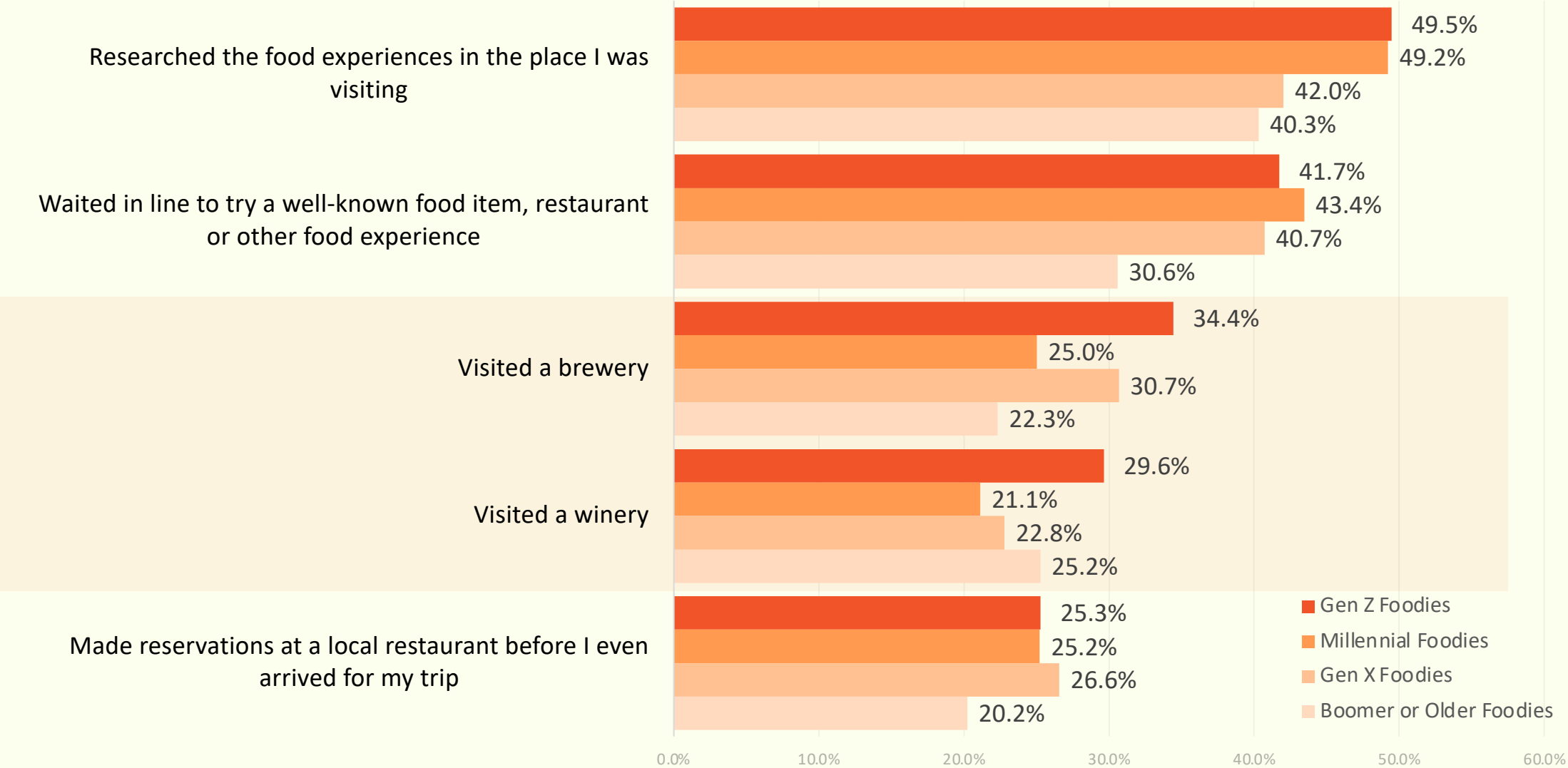
Affluent Foodies Plan Their Food Activities in Advance

Question: In the PAST TWELVE (12) MONTHS, which have you done while on a leisure trip?



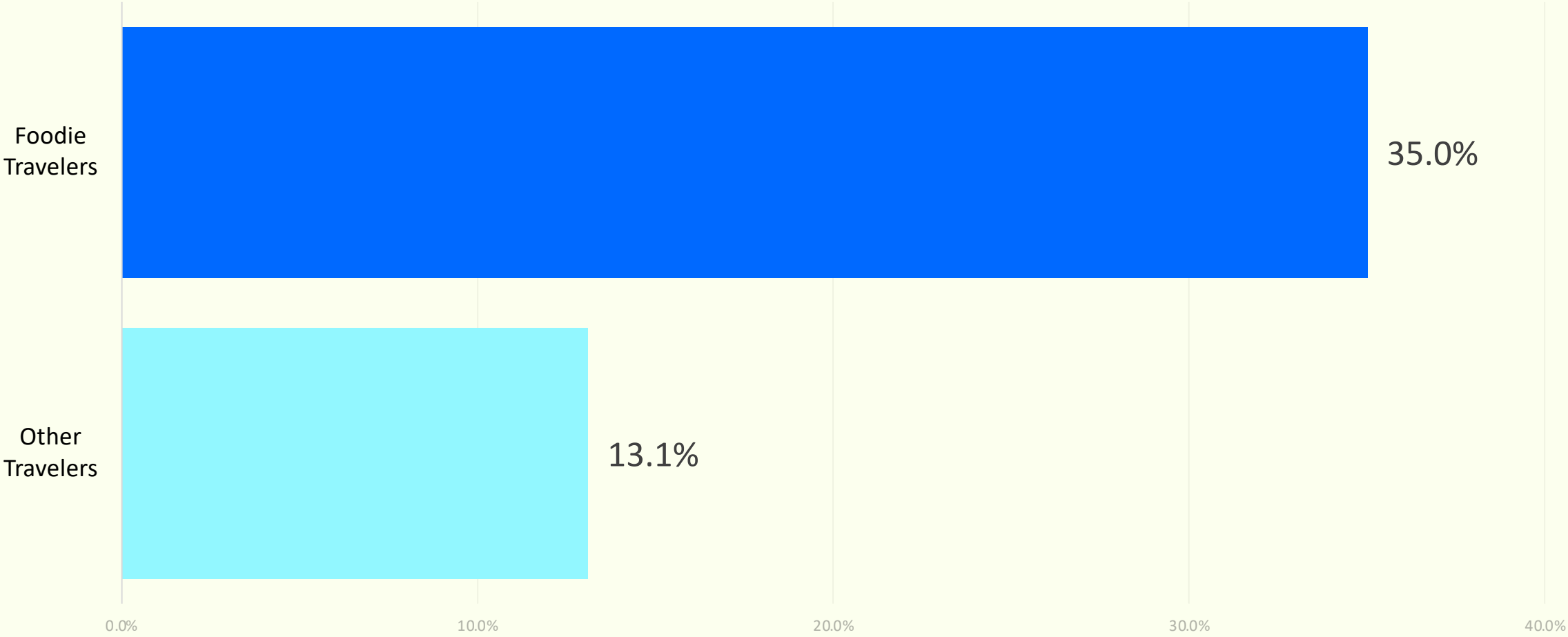
Gen Z Foodies Are Likelier to Enjoy a Destination's Drinks Scene

Question: In the PAST TWELVE (12) MONTHS, which have you done while on a leisure trip?



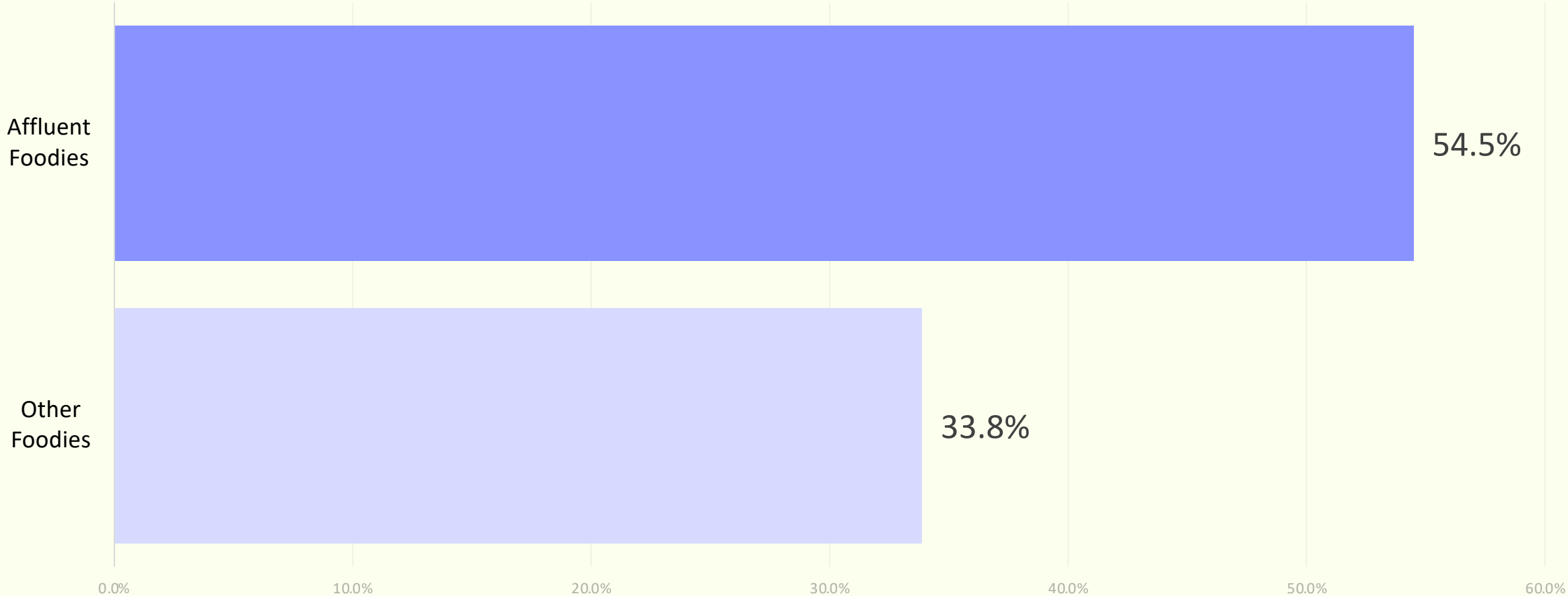
More Likely to Travel to Enjoy Local Craft Beers

Question: In the PAST TWO (2) YEARS, have you traveled to any destination AT LEAST IN PART to enjoy its craft breweries or beers?



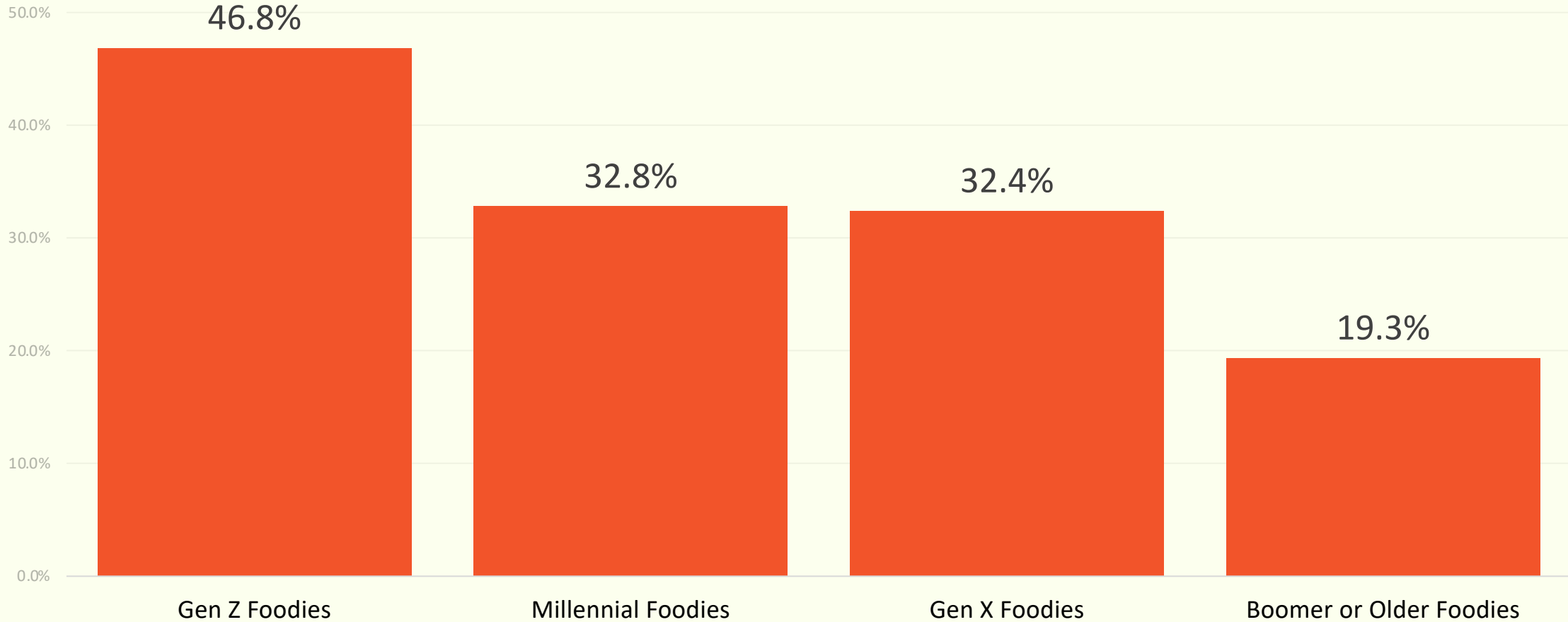
Affluent Foodies Are Particularly Apt to Travel for Craft Breweries

Question: In the PAST TWO (2) YEARS, have you traveled to any destination AT LEAST IN PART to enjoy its craft breweries or beers?



Gen Z Foodies are Much Likelier to Seek Out Craft Beer on Travels

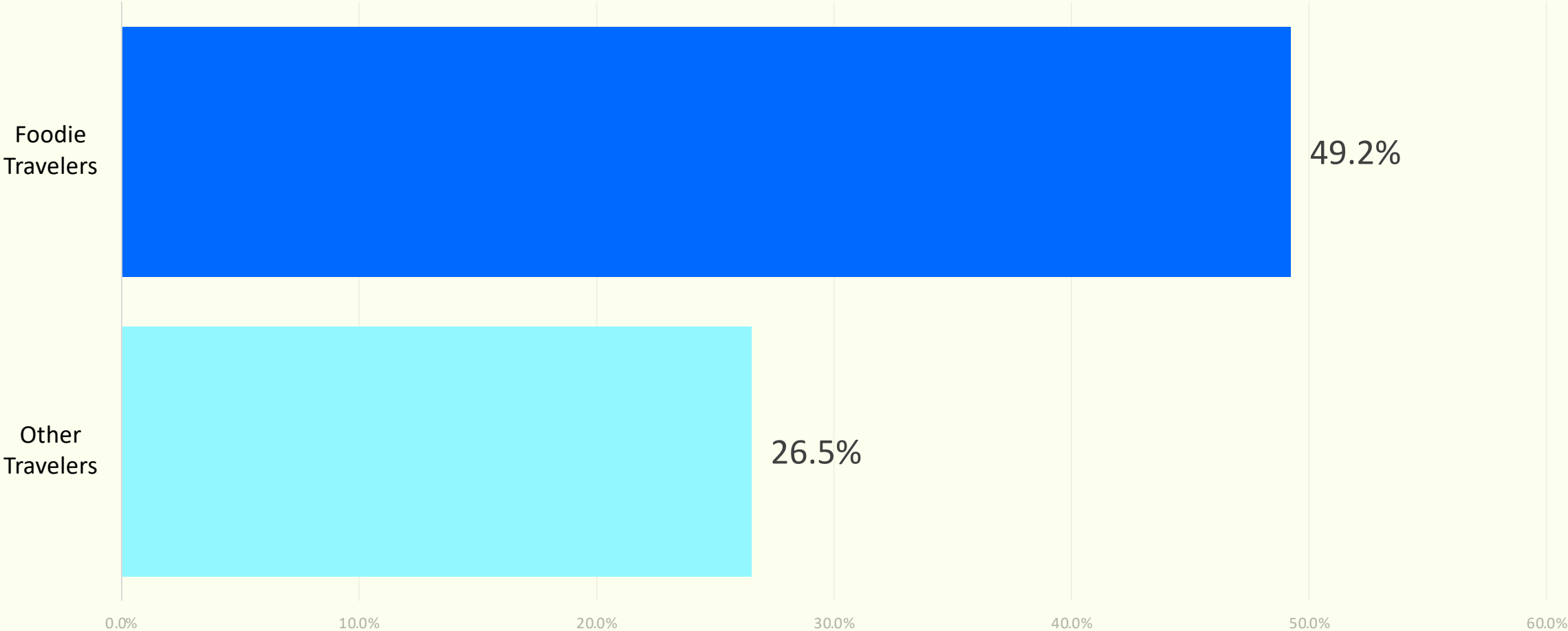
Question: In the PAST TWO (2) YEARS, have you traveled to any destination AT LEAST IN PART to enjoy its craft breweries or beers?



More Likely to Enjoy Visiting Wineries when Traveling

Statement: Visiting wine country regions and wineries is something I love to do while traveling.

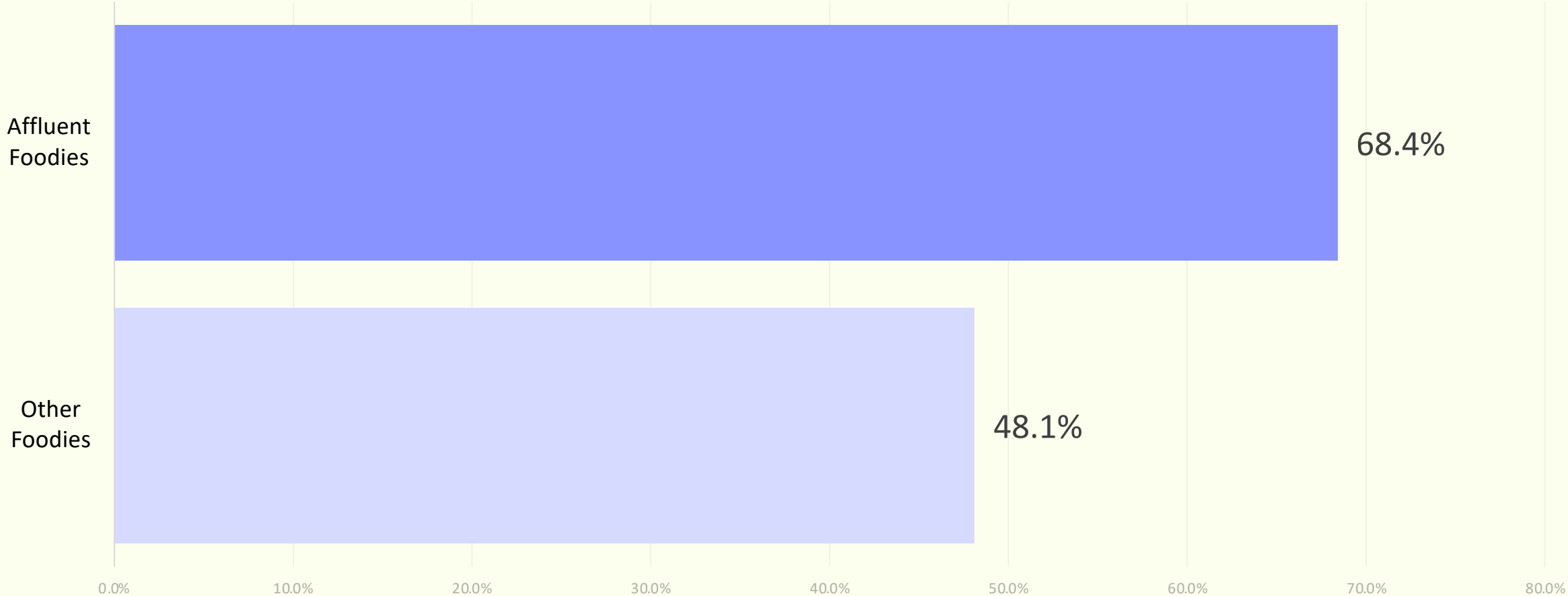
Top 2 Box – Agree or strongly agree



Affluent Foodies Have an Even Stronger Affinity for Wineries

Statement: Visiting wine country regions and wineries is something I love to do while traveling.

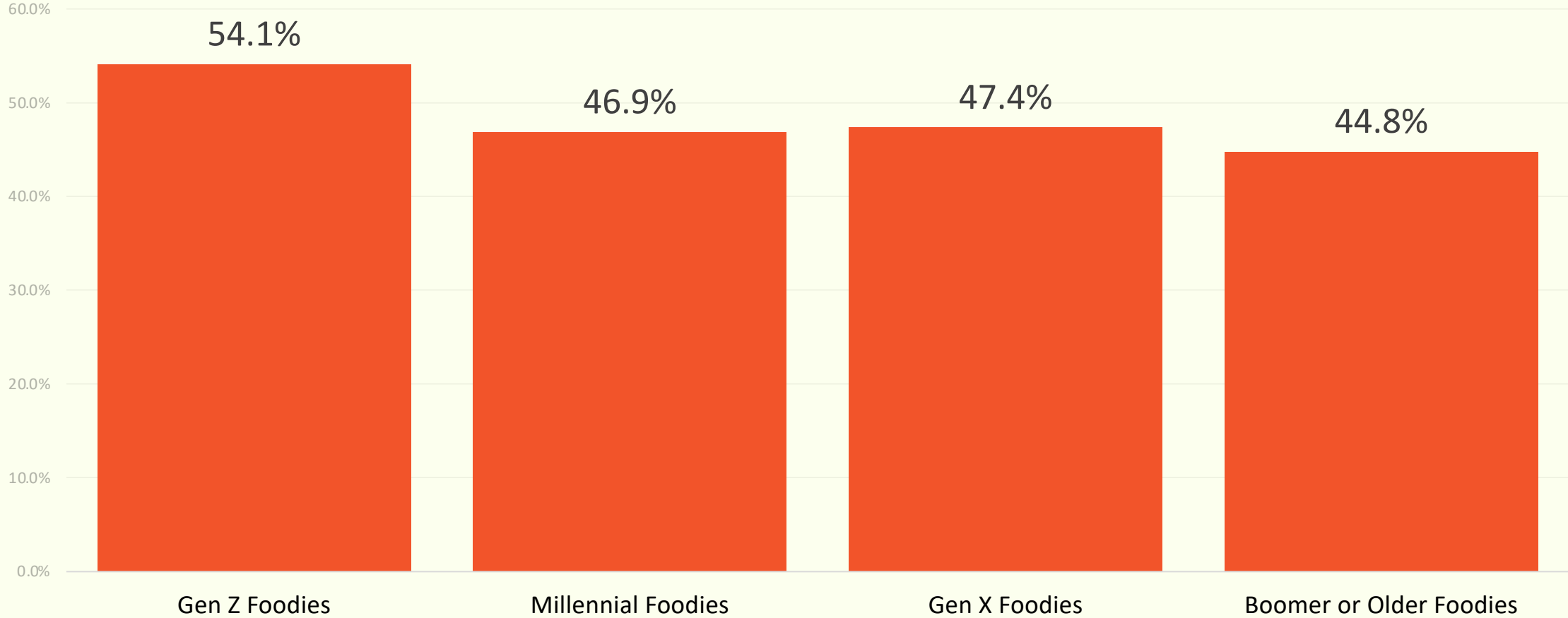
Top 2 Box – Agree or strongly agree



As They Come of Age, Gen Z is Also Discovering A Love for Wine

Statement: Visiting wine country regions and wineries is something I love to do while traveling.

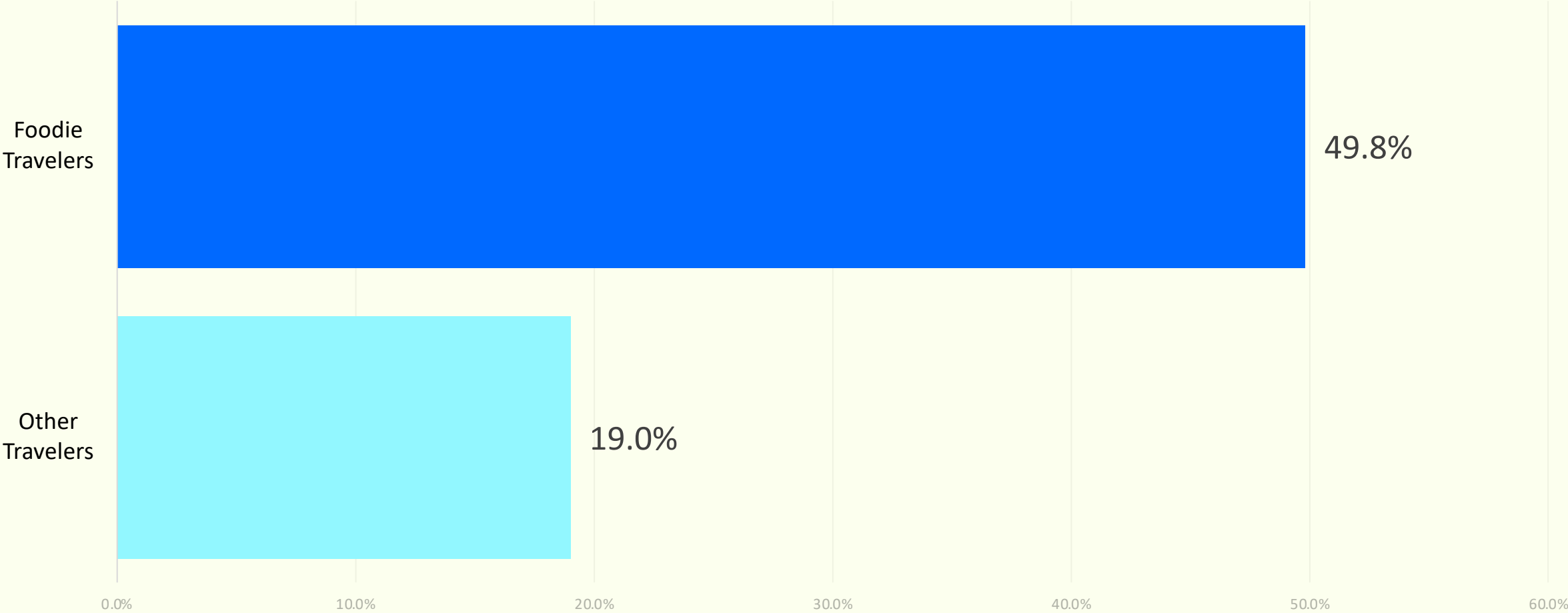
Top 2 Box – Agree or strongly agree



More Likely to Share Their Food Experiences on Social

Question: When you have a fun or interesting food experience, how often do you post pictures of it to a social media website?

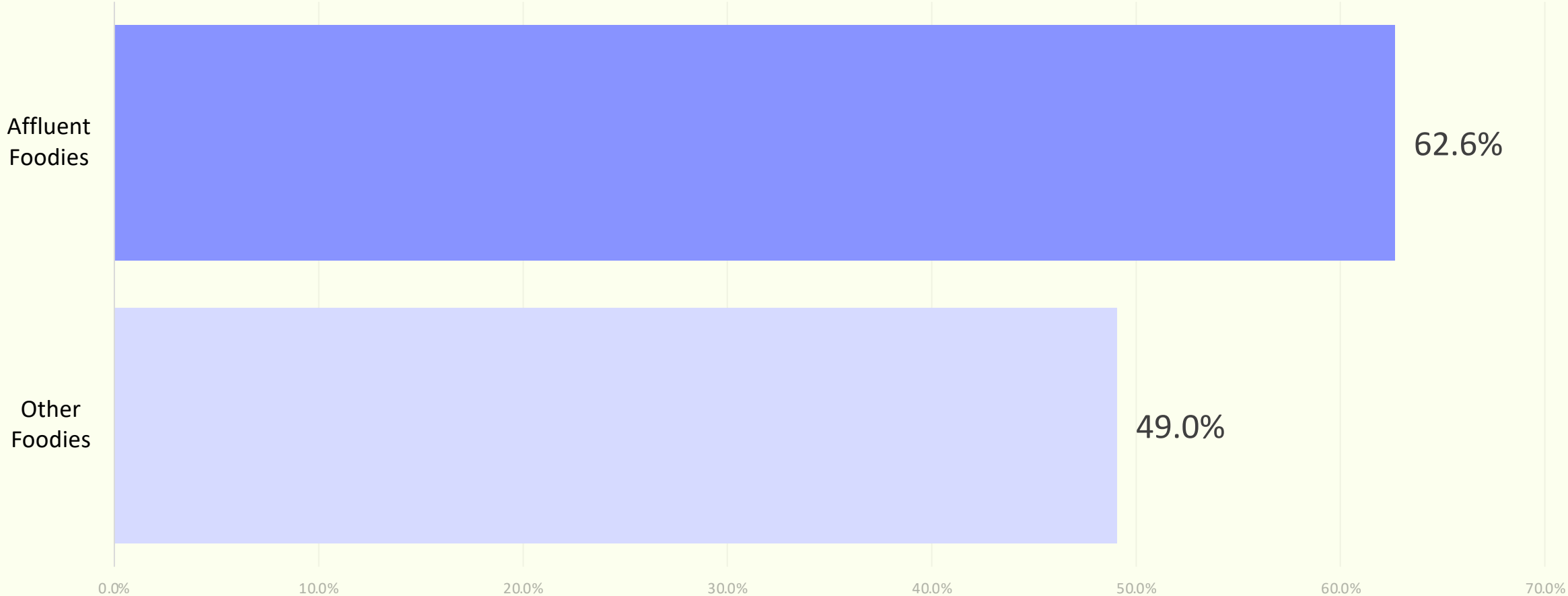
Top 2 Box – Usually or Always



Affluent Foodies are More Likely to Share about Food on Social

Question: When you have a fun or interesting food experience, how often do you post pictures of it to a social media website?

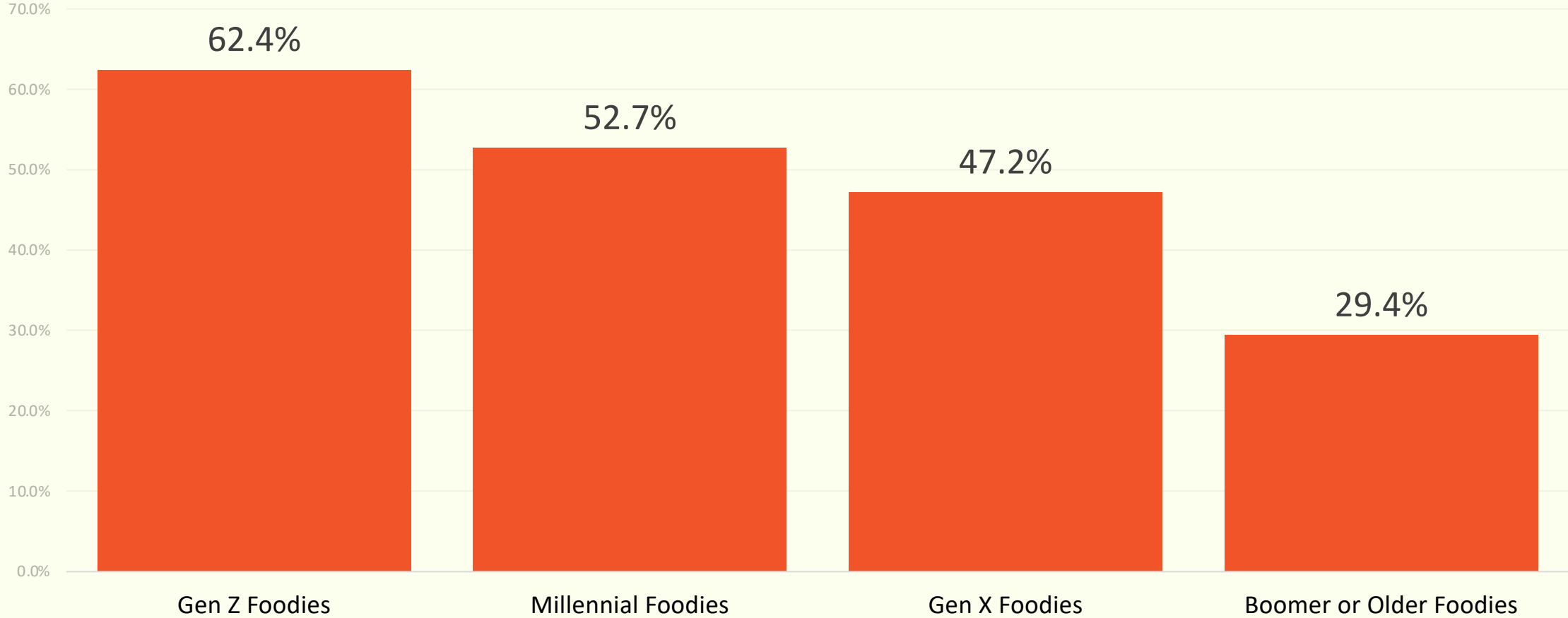
Top 2 Box – Usually or Always



Unsurprisingly, Younger Generations Post Food to Social More

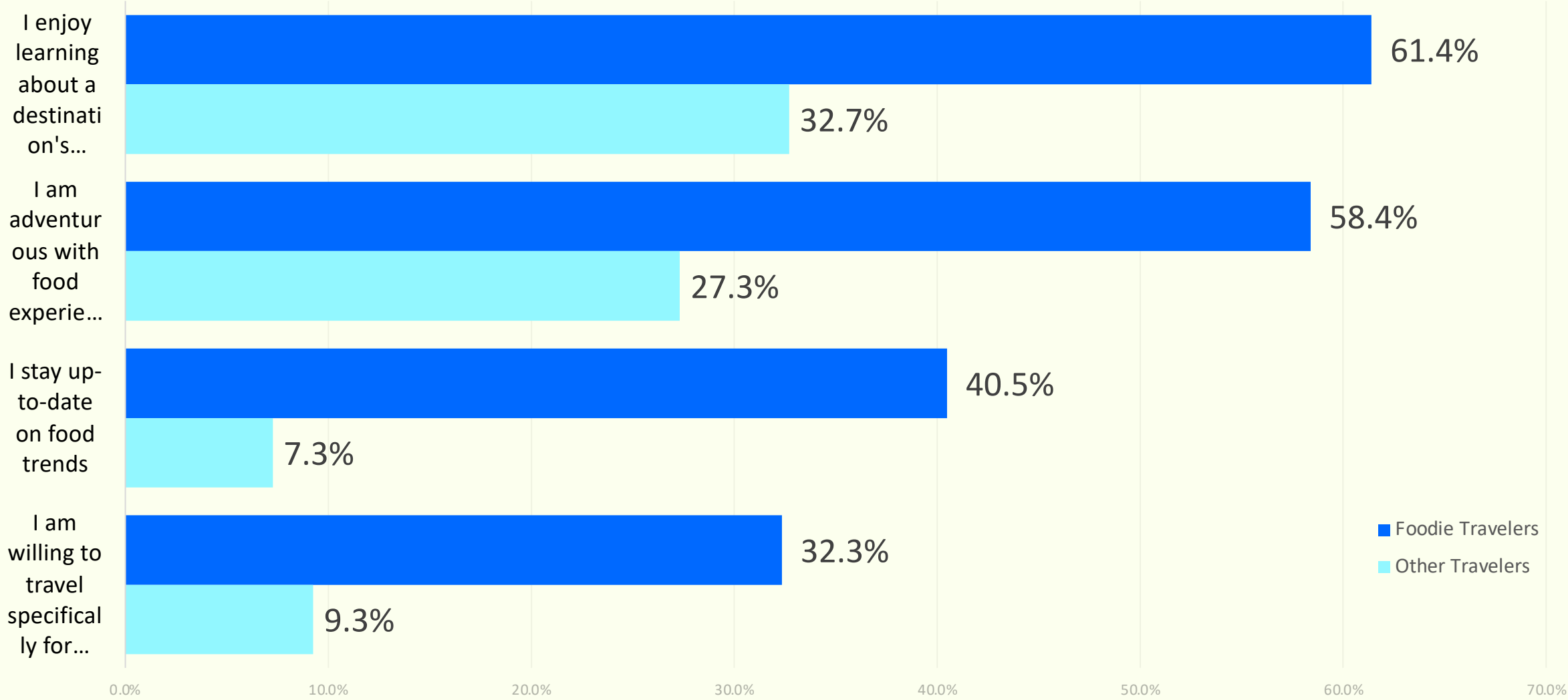
Question: When you have a fun or interesting food experience, how often do you post pictures of it to a social media website?

Top 2 Box – Usually or Always



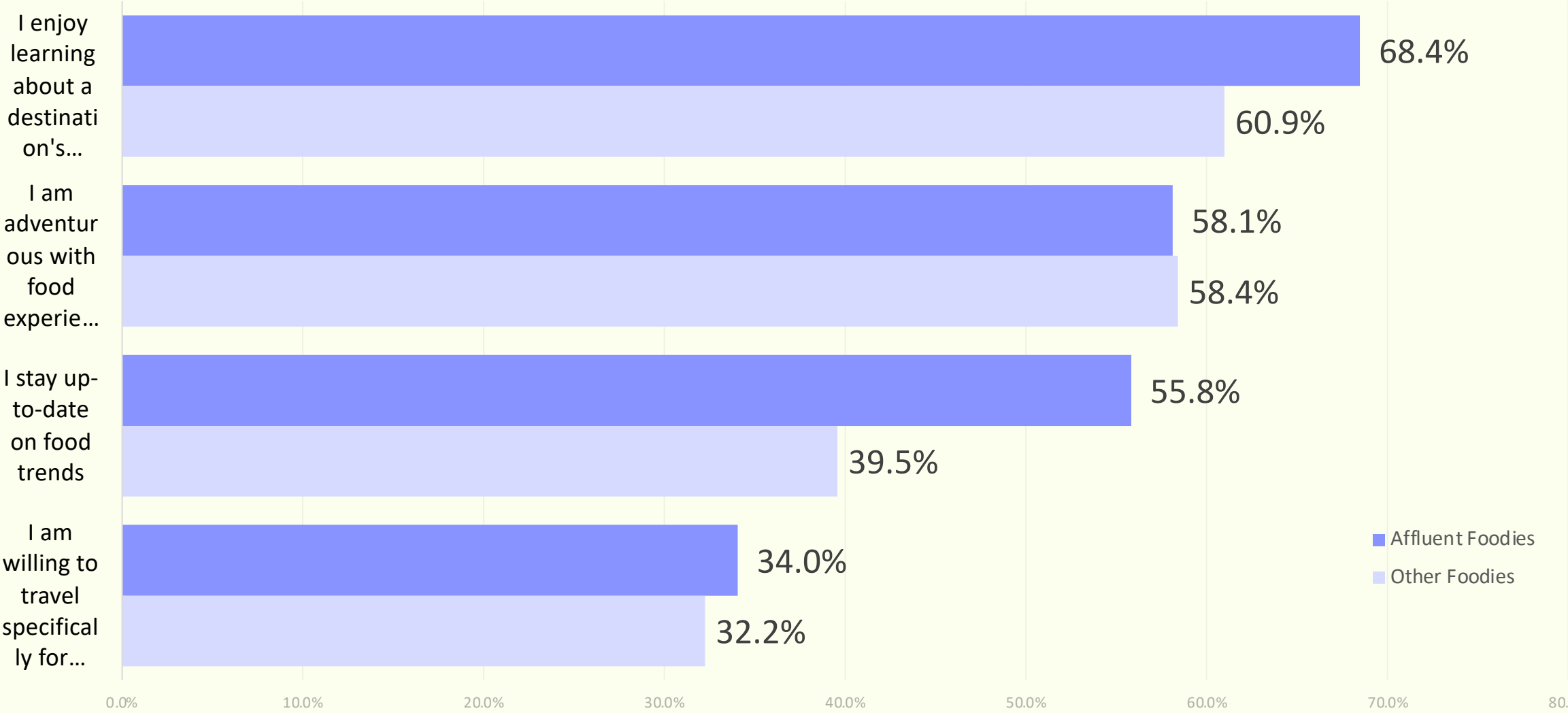
Food Experiences are an Essential Part of Travel for Foodies

Question: Which of these accurately describe you?



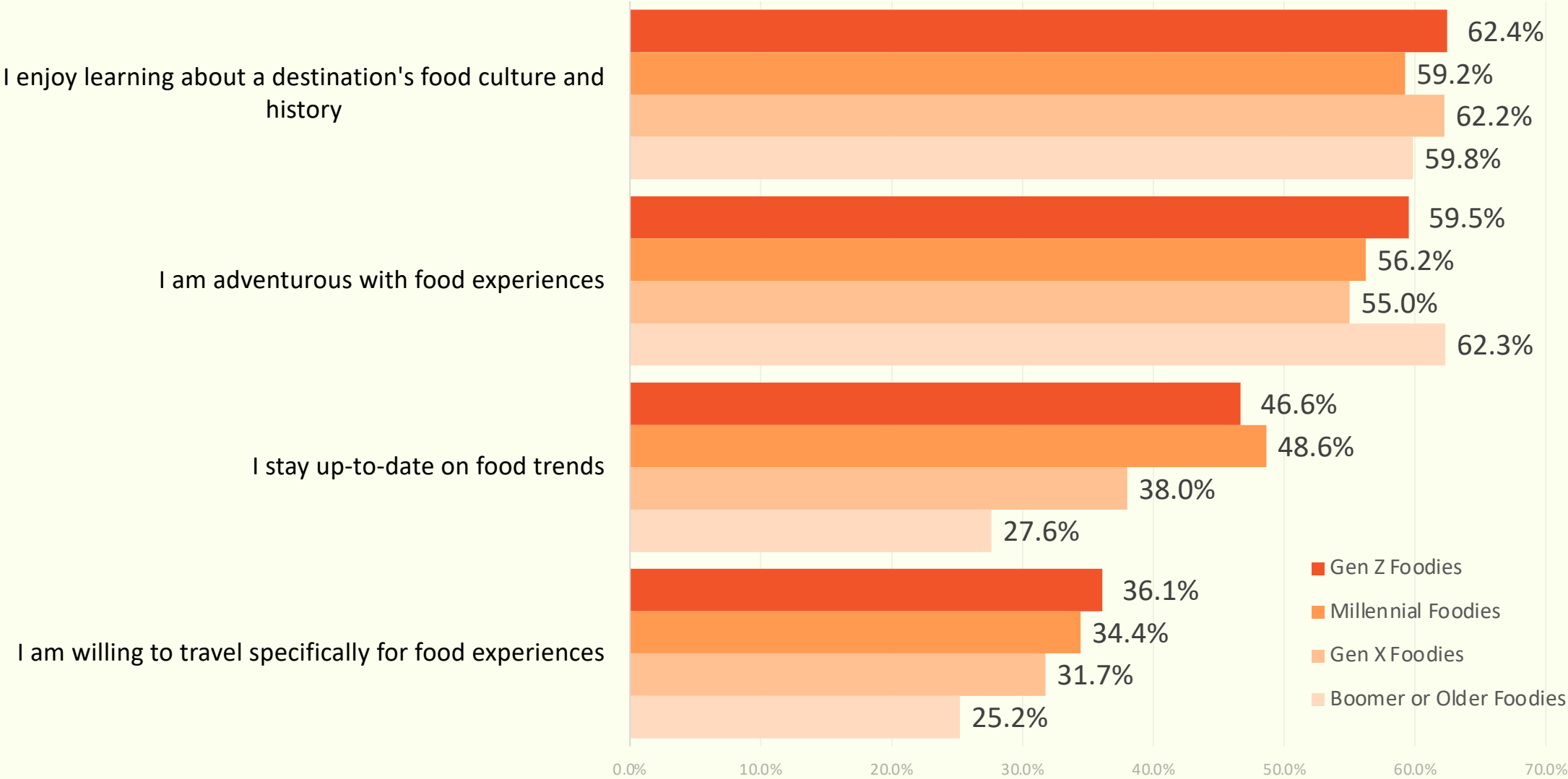
Affluent Foodies Are Especially Keyed into Food Trends

Question: In the PAST TWELVE (12) MONTHS, which have you done while on a leisure trip?



Boomer Foodies are the Most Adventurous about Food

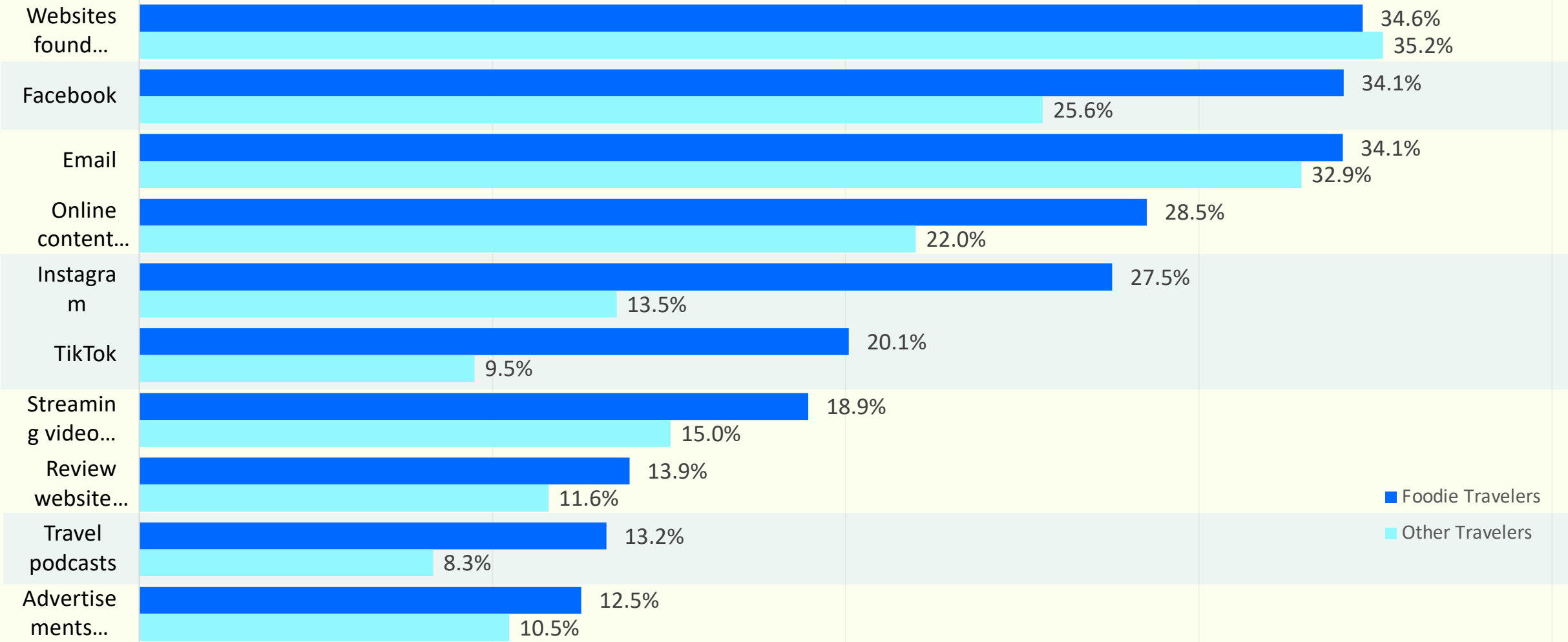
Question: In the PAST TWELVE (12) MONTHS, which have you done while on a leisure trip?



Reaching Foodies

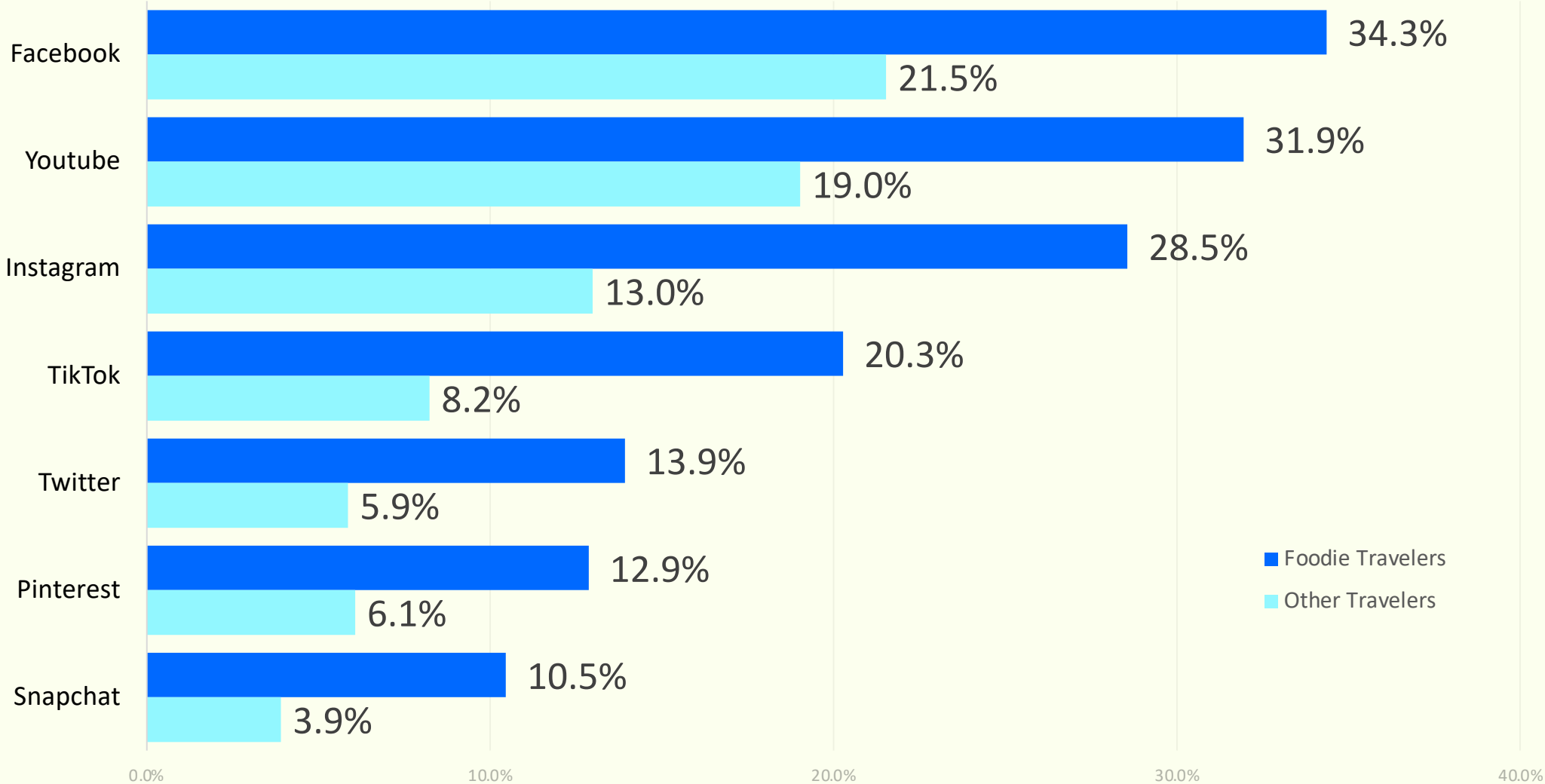
More Receptive to Messaging on Social Platforms and Podcasts

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



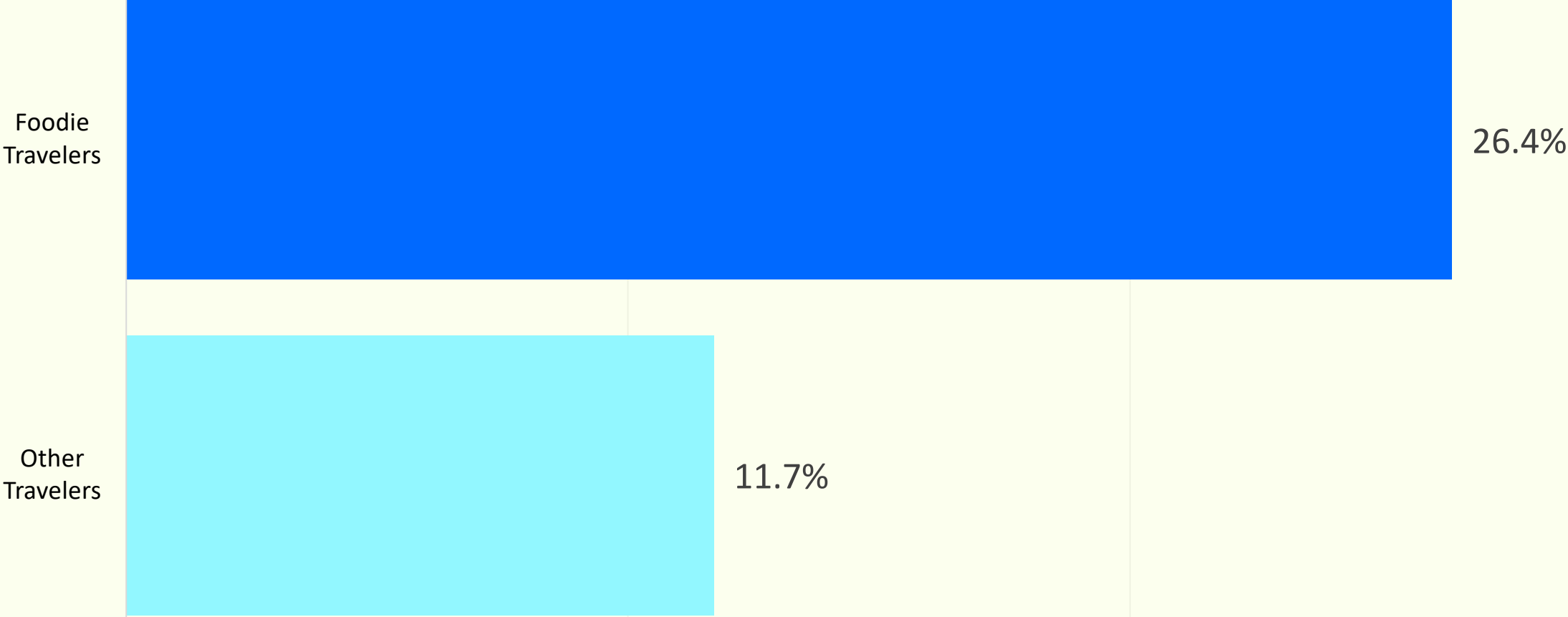
More Inclined to Utilize Social Media For Travel Planning

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



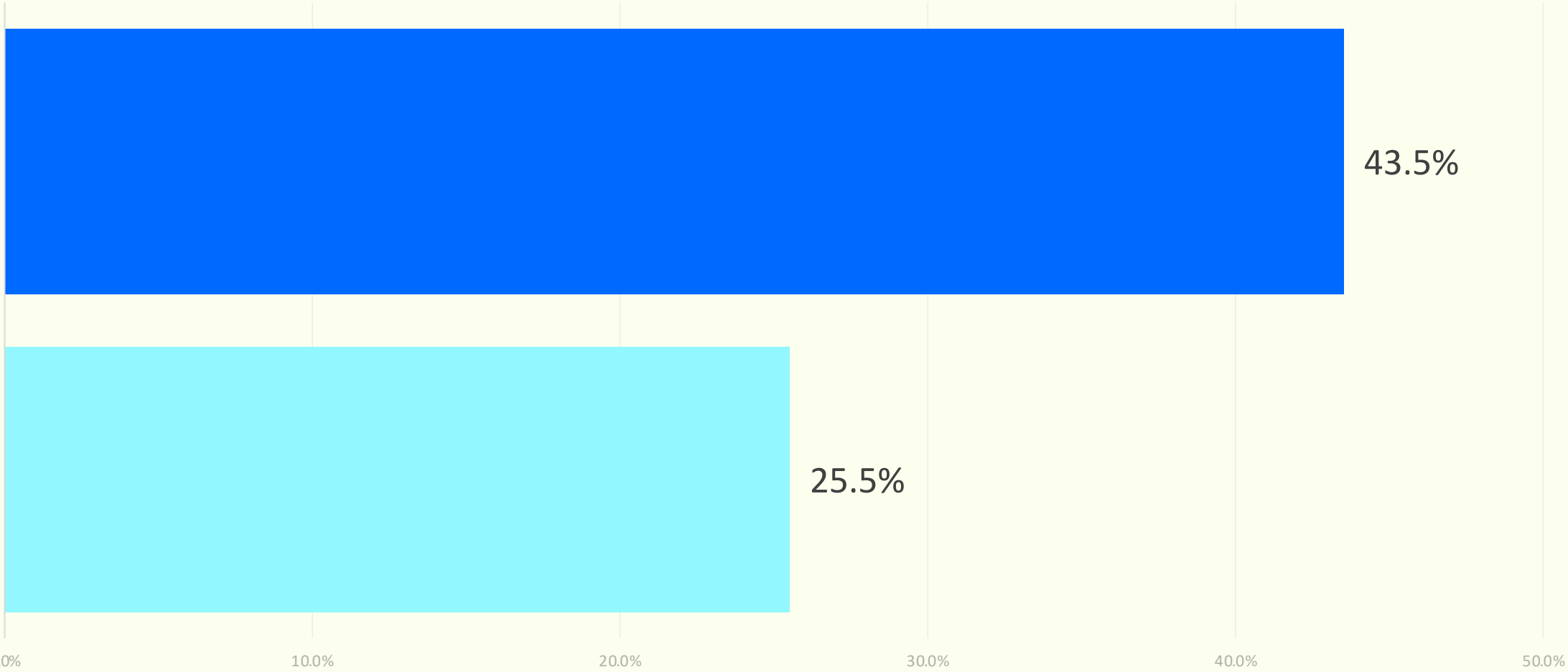
More Likely to Turn to Digital Influencers

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?



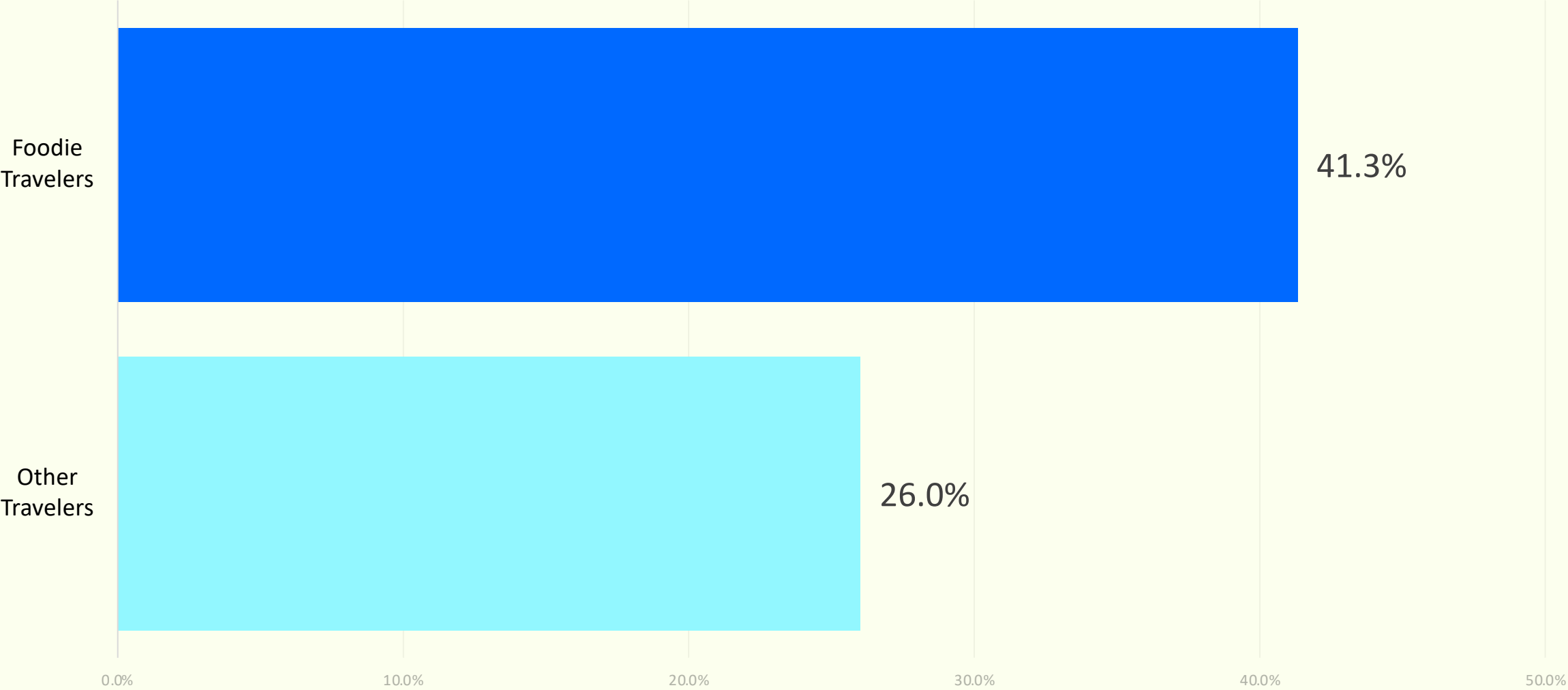
More Likely to Look to Online Video to Plan Travel

Question: In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



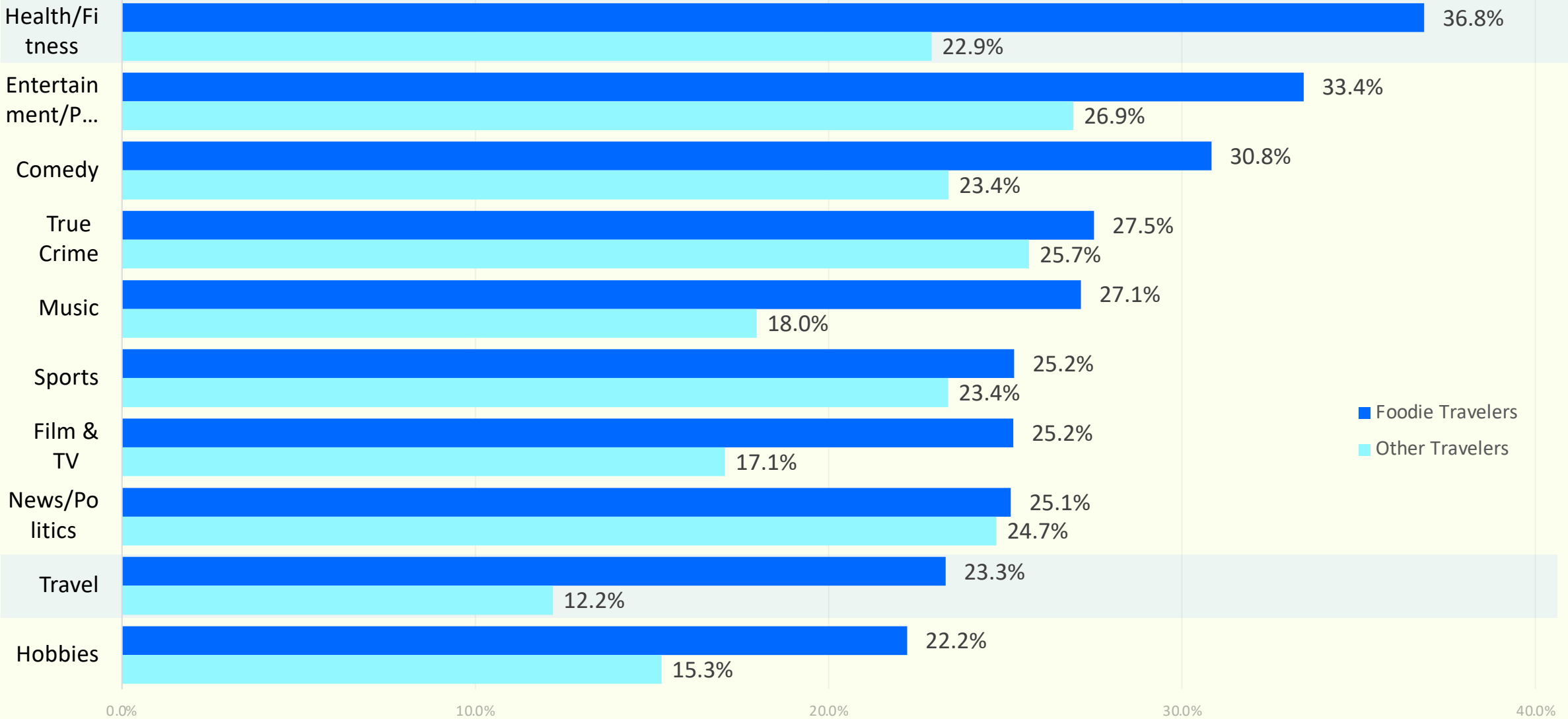
Tuned into Podcasts

Question: Do you listen to any podcasts on a regular basis?



More Likely to Prefer Podcasts about Health/Fitness or Travel

Question: What podcast genres do you listen to on a regular basis?



Top 5 Domestic Destinations

1. New York
2. Florida
3. Las Vegas
4. California
5. Los Angeles

Top 5 International Destinations

1. Italy
2. United Kingdom
3. France
4. Mexico
5. Canada



Travel Motivators

Question: In a few words, please tell us what is typically the SINGLE MOST IMPORTANT REASON you travel for leisure.



We're a creative insights firm shaping strategies that capture hearts, minds, and *market share*.

Future Partners



Food Tourism Fundamentals

7 Global Best Practices to Celebrate &
Develop Your Destination's Cuisine

[MilesPartnership.com/blog](https://milespartnership.com/blog)

An aerial photograph of the St. Pete/Clearwater waterfront at sunset. The sky is a warm orange and yellow, reflecting on the water. In the foreground, a large, modern, multi-level floating structure, possibly a restaurant or event space, is docked. The structure has white and grey panels and a flat roof. In the background, the city skyline is visible with several tall buildings and a marina filled with boats. The water is a deep blue with gentle ripples.

The Food Scene in St. Pete/Clearwater

Eddie Kirsch, Digital Producer, Visit St. Pete/Clearwater
Brian Horne, Vice President, 3 Daughters Brewing



**ST.PETE
CLEARWATER**

Research Sources used to track food sector

Future Partners

Visitor Profile surveys + economic data



In market credit card expenditure data from ad-exposed travelers

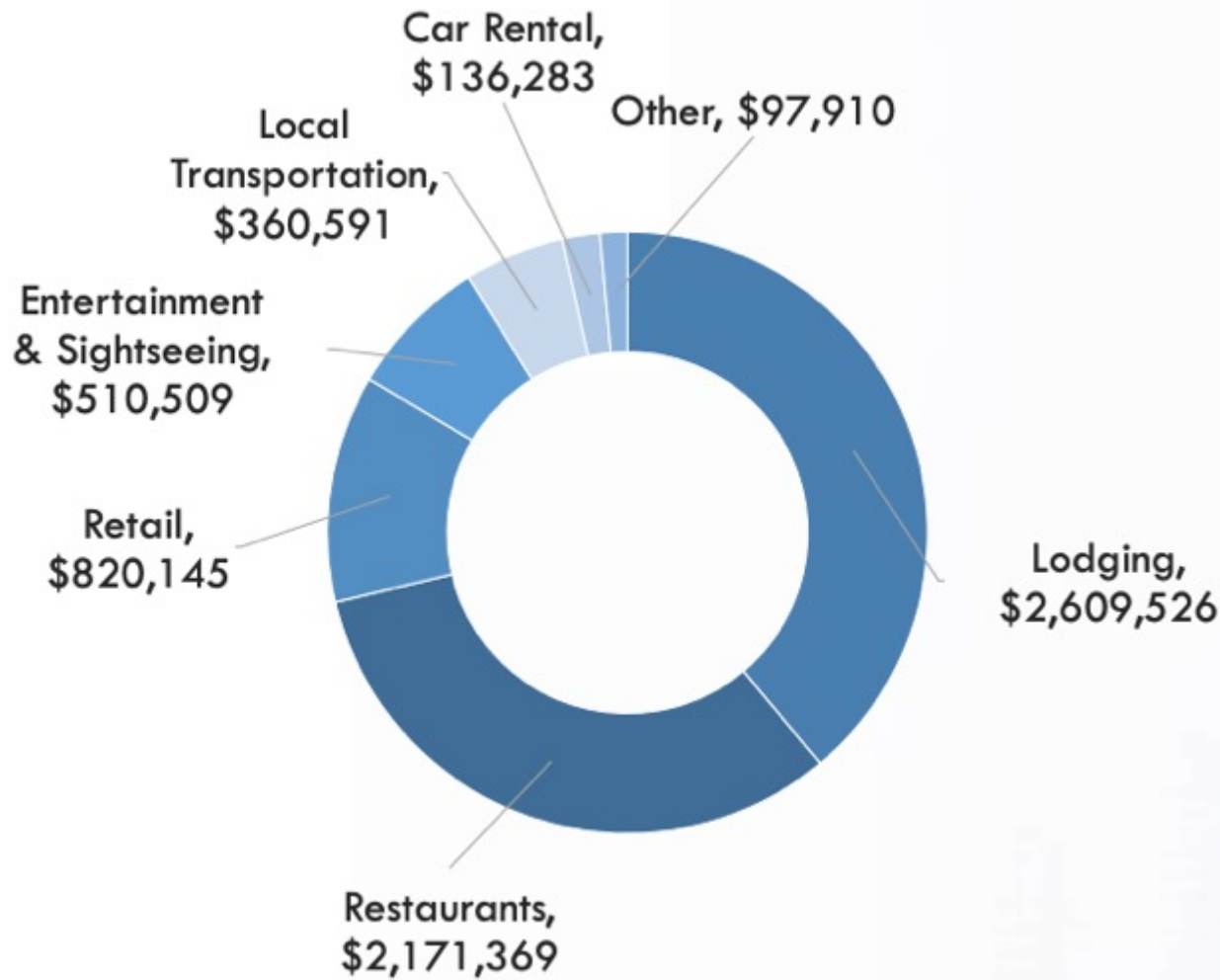


Measures engagement of social content



SEO search volume research

2022 Visitor Profile Direct Visitor Spending



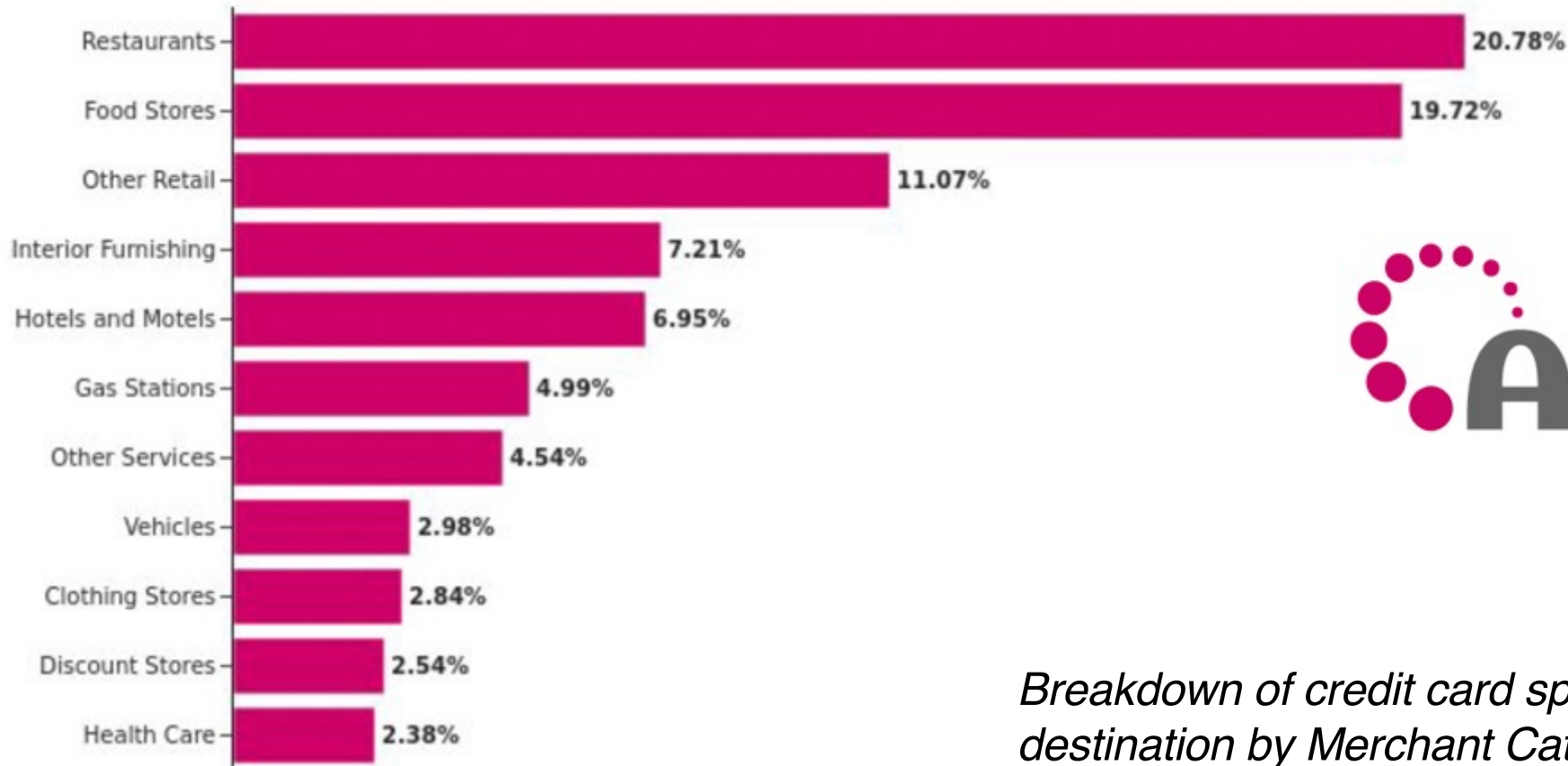
**Spending in Pinellas County, by type of spending
(in thousands)**

Lodging	\$2,609,526
Restaurants	\$2,171,369
Retail	\$820,145
Entertainment & Sightseeing	\$510,509
Local Transportation	\$360,591
Car Rental	\$136,283
Other	\$97,910
TOTAL DIRECT VISITOR SPENDING	\$6,706,333

Future Partners

Restaurants Feed the Tourism Economy

Adara Campaign Expenditure Report: Oct 22 – March 23
Data from 611,910 travelers who visited St. Pete/Clearwater and previously exposed to digital media.



Breakdown of credit card spend by travelers at the destination by Merchant Category Codes (MCC)

Tourists spend in local establishments

Ad-exposed Travelers spent more than \$70 million on restaurants and food stores during the observed campaign period

Restaurants

TOTAL SPEND
\$37,352,261

AVG/TRAVELER
\$147.07

AVG/TXN
\$64.94

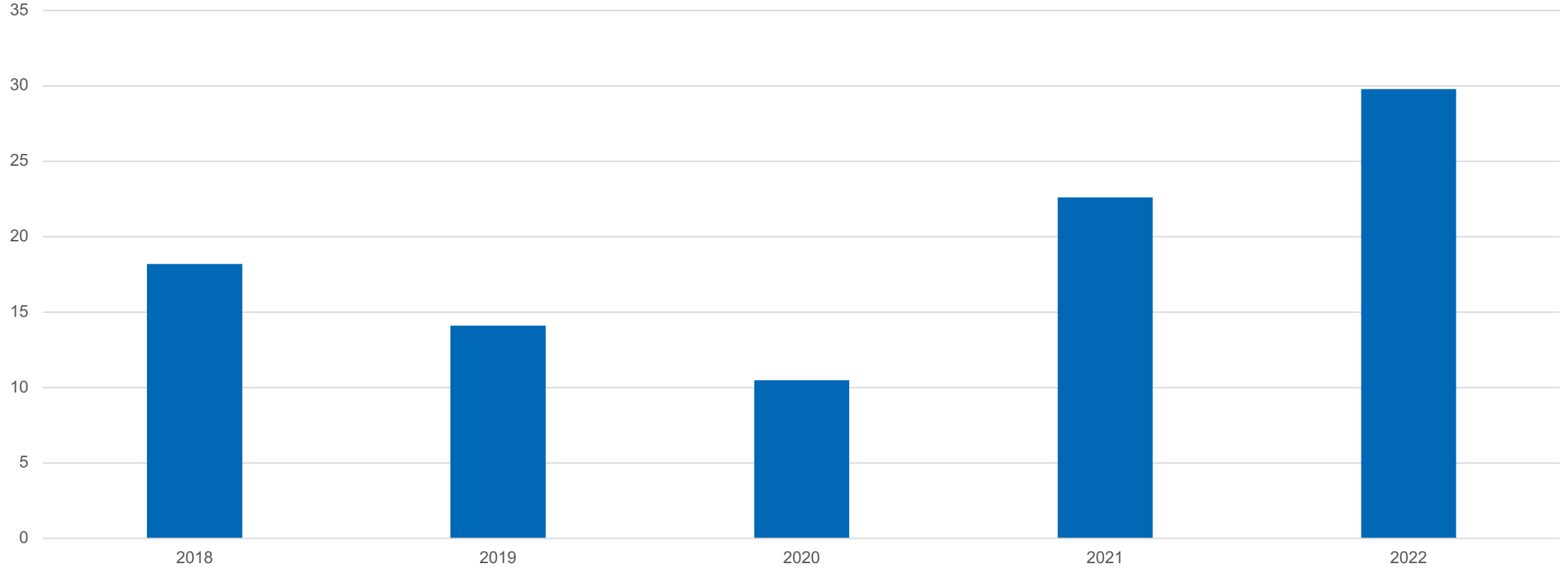
Merchant Name	Total Spend	# HHLD	# Txns	Avg \$/HHLD	Avg \$/Txn
SALT ROCK GRILL	\$1,402,305.72	8,351	10,111	\$167.92	\$138.70
COLUMBIA SAND KEY	\$1,066,935.22	7,490	8,973	\$142.44	\$118.91
CRABBYS DOCKSIDE	\$996,424.18	9,118	10,290	\$109.28	\$96.84
CRABBYS ON THE PASS	\$965,907.37	8,317	11,274	\$116.14	\$85.68
RUSTY BELLIES WATER	\$904,422.92	8,956	11,252	\$100.99	\$80.38
SEA DOG ISLAN	\$758,130.34	7,000	8,943	\$108.30	\$84.77
GUPPY S ON THE BEACH	\$721,797.75	5,620	7,060	\$128.44	\$102.24
CRABBY BILLS	\$683,568.00	6,851	9,970	\$99.77	\$68.56
MIDDLE GROUNDS GRILL	\$627,928.09	3,962	4,776	\$158.47	\$131.47
FRENCHY S OUTPOST B	\$543,204.96	6,459	8,095	\$84.10	\$67.10



Local establishments top list of restaurants

Visitor Profile 2018-2022

% of respondent citing food scene as important decision to visit.




Future Partners



Visit St. Pete/Clearwater Strategies


- Prioritize Dining Experiences in a visual way
 - Social media
 - Site content
 - YouTube – it's a free streaming service!
 - Passports + guides
- Work with Partners to help tell expand dining and craft beer story.
 - Influencers
 - Media Publishers (paid)
 - Local restaurants



vspc
Thu 8/24/2023 2:12 pm EDT

Hungry and can't decide where to eat?
SAVE this post for some MUST TRY foodie spots in St. Pete/Clearwater. 🍴 📌 ...

Total Engagements	294
Likes	177
Comments	13
Shares	38
Saves	66



vspc
Fri 6/2/2023 9:33 am EDT

Happy National Donut Day! We're celebrating at @DaddiesDonutsAndDelites in Downtown St. Pete! Where is your...

Total Engagements	257
Likes	231
Comments	10
Saves	16

Dining drives social engagement



vspc • Follow

Pabzzz • Delicious



vspc 53w

Welcome to @MadisonAvenuePizza, home to the ONLY 32 inch pizza in all of Tampa Bay! It's home to some of the best NY-style pizza, specialty pizzas, wings and sandwiches you'll find anywhere!

Tag a friend you'd destroy this massive 32 inch pepperoni pizza with! 🍕🍕
#MadisonAvenuePizza #Dunedin #Florida



dlo1983 52w

@tlogan_0011 @kailynlogan10



Reply



staracevacations 52w



983 likes

AUGUST 3, 2022



Add a comment...





vspc • Follow

Ted Peters Famous Smoked Fish



kimberleechapa 27w

I lived in South Pasadena for 21yrs. My daughters first job was at Ted Peter's. Its the best fish!!! 🔥



4 likes Reply



secondtonyb 26w

I've never heard of this place and I have been in St Pete for almost 10 years! I am going this weekend!



2 likes Reply

— View all 2 replies



trektion_ 27w

One of our favorite spot. 🍷



2 likes Reply



cindv householder 27w



975 likes

FEBRUARY 1



Add a comment...





vspc • Follow

Palm Pavilion Beachside Grill & Bar



lifewithjuls86 25w

Looks like such a good spot! 😍
Added to my list of places to try 🤤



1 like Reply

— View all 1 replies



allelostpete 24w

Wow! The Ahi Tuna Beach Bowl
looks delicious!



Reply



augrown 24w

👏🤔 saving the good spots for the
locals. I like it. Ty



Reply



clearwater_visuals 24w

One of my favorite restaurants in



980 likes

FEBRUARY 17



Add a comment...





vspc • Follow
Alesia



greaterstpeteagent 15w
A favorite of ours for sure 😊



1 like Reply ...



the__lka 15w
Definitely recommend :)



1 like Reply



nusmiledentalfl 15w
omg looks like haven!
#implantdentist #bestdentist
#newsmile



1 like Reply



roseusvacations 15w
Looks AMAZING 🤩



1 like Reply



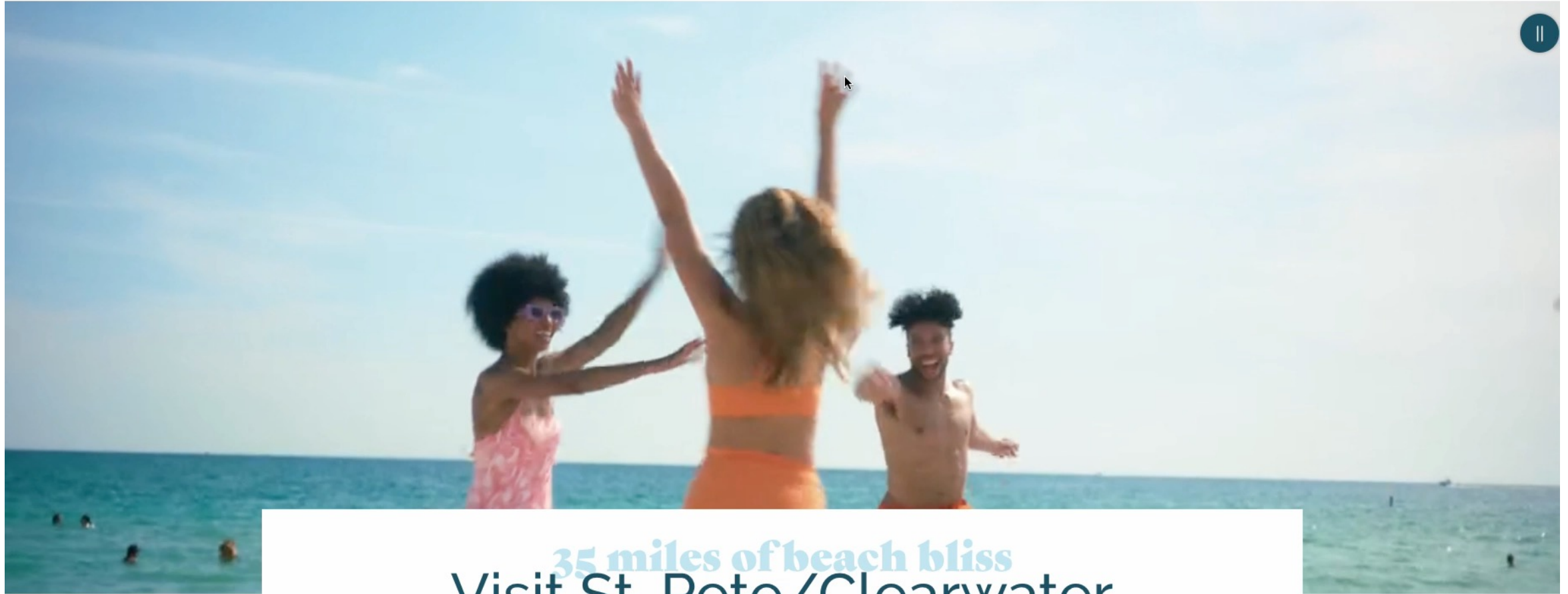
274 likes

APRIL 25



Add a comment...





35 miles of beach bliss
Visit St. Pete/Clearwater

connecting...

Home to America's Best Beaches, a vibrant arts community and amazing outdoor





Unique
Story
Telling:
Looking
outside of
tourism



Telly Award-Winning "Ultimate Cheat Meals of St. Pete"

Influencers help tell the story

- Giselle Chusan ([Explore with GG](#))
 - 29+ posts
 - 814,354 reached
 - 34,907 engagements with average post engagement rate of 3.74%.
 - Nearly a 5 to 1 return on ad spend
 - Earned media value vs cost to host



Partnering with Publishers

- “Gastro Guide to St. Pete Clearwater:”
 - 45,000 views, since launch
- Custom email deployment and ROS banner placements contributed for over 4M since May




ATLAS.OBSCURA.ITINERARIES / GASTRO OBSCURA'S GUIDE TO ST. PETE/CLEARWATER

With St. Pete/Clearwater undergoing a cultural renaissance, the culinary scene is certainly not to be overlooked on your next visit. From an ATM-turned-taco stand to an acrobatic pizza-maker to a



Creating Interactive Products

- 9628 passes since launch
- 27,369 Redemptions
- 780 people eligible for a product redemption (visited 15 locations)
- Average time between purchase and first use: 17 days



brewtastic

The Gulp Coast Craft Beer Trail

In a sea of destinations offering good craft beer, St. Pete/Clearwater is truly a stand-out. Here, more than 35 locally owned breweries make up what we call the "Gulp Coast" – an incomparable vacation spot where you can sample the unique creations of talented brewmasters. Get our free [digital passport](#) and take advantage of rewards and prizes!

How best to explore the Gulp Coast? First, peruse the three craft beer itineraries on this page - each offers a handy grouping of



2023 BOY Promotions



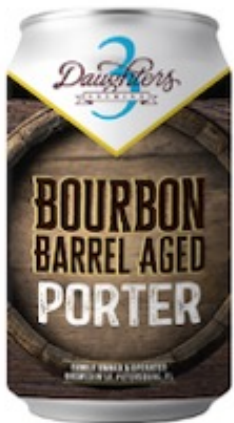
2023 Small Batch Series



August - October

Win a Trip to Oktoberfest Germany:

- Scan Can QR Code to enter to win
- Win a trip to Octoberfest
- Second-place winners win a VIP experience at the 3 Daughters Oktoberfest Festival on October 14



November - December

Win a Bourbon Barrel:

- Scan the Point of Purchase QR Code to enter to win
- Includes a VIP trip to either location
- Second-place winners win 2 cases of Bourbon Barrel Aged Porter.

2023 Partnerships

WIN A BEACH WEEKEND CRAFT BREW GETAWAY IN CLEARWATER BEACH

- 3 Night stay at the Wyndham Grand Clearwater Beach
- Private VIP Tour of 3 Daughters Brewing Clearwater Beach
- Chance to be the first to taste and name our newest beer!
- \$100 Gift Card to 3 Daughters Brewing Clearwater
- 3 Runners up can receive a gift \$50 card to 3 Daughters Brewing

HOW TO ENTER TO WIN

- Enter via QR Code
- Entries earn more points by sharing on social media

How to Find us



**More followers than any other
Independent Brewery in Florida**



ON FACEBOOK:
@3DaughtersBrewing



ON TWITTER:
@3DBrewing



ON INSTAGRAM:
@3DaughtersBrewing



ON THE INTERNET:
3DBrewing.com



ON LINKEDIN:
3 Daughters Brewing



ON UNTAPPD:
3 Daughters Brewing

ON THE PHONE:
(727) 495-6002

ON A MAP:
222 2nd Street South,
St. Petersburg, FL

IN STORES:
3DBrewing.com/
beer-finder

IN EMAIL:
info@3DBrewing.com



UPCOMING QUARTERLY EDITIONS OF
THE STATE OF THE AMERICAN TRAVELER

Destination Management Edition: November 7, 2023

Register at www.MilesPartnership.com/SATS

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PARTNERSHIP



Q&A

Thank you

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