

A woman with wet hair and sunglasses is lying on a surfboard, smiling, with her arms crossed. The background is a sunset over the ocean.

# Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights

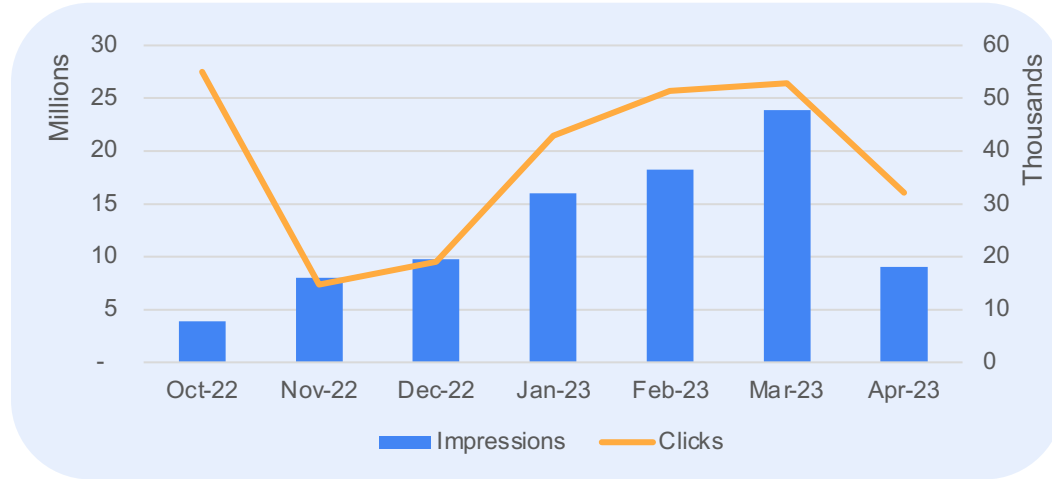
April 2023



ST.PETE  
CLEARWATER

miles  
PARTNERSHIP

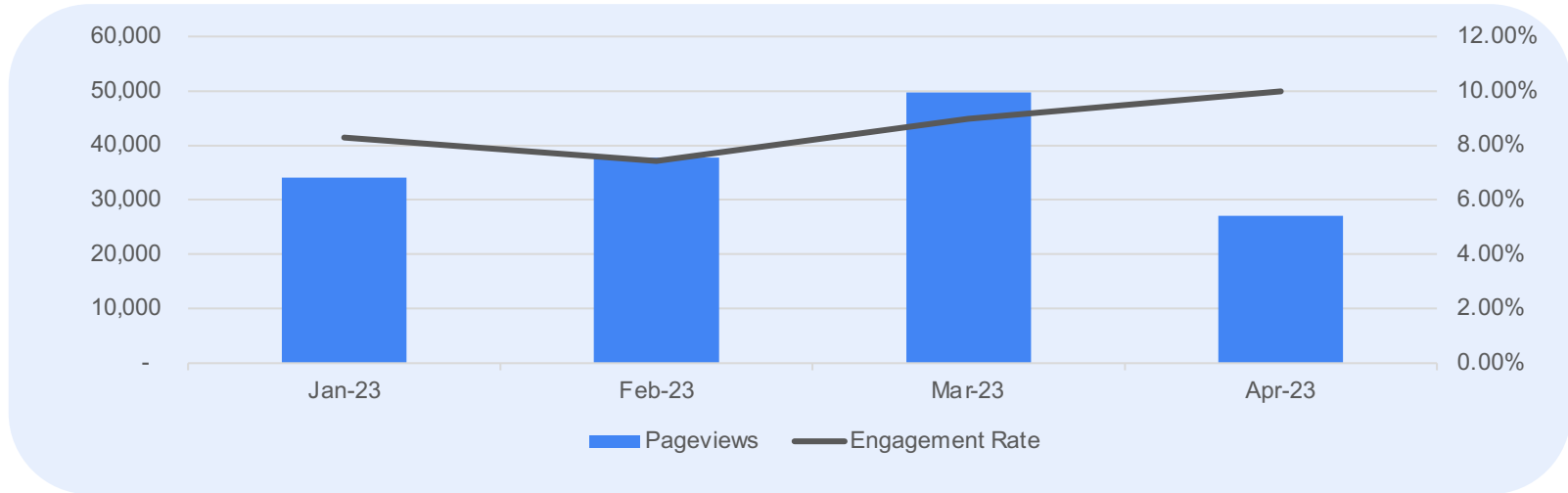
# April Media Activity



- Impression and click volume were down MoM due to Winter campaign activity concluding at the end of March
- Overall CTR was up 60% as our highest performing always-on tactics remained live

| Campaign  | Format                    | Partner            | April |     |      |      |      |
|-----------|---------------------------|--------------------|-------|-----|------|------|------|
|           |                           |                    | 3/27  | 4/3 | 4/10 | 4/17 | 4/24 |
| Always On | Display, Native, Pre-Roll | Ad+Genuity         |       |     |      |      |      |
| Always On | Teds In-Feed Video        | Ad+Genuity         |       |     |      |      |      |
| Always On | Display, Native, Pre-Roll | Sojern             |       |     |      |      |      |
| Always On | Canvas, Native Stories    | Nativo             |       |     |      |      |      |
| Always On | Native Articles           | Nativo             |       |     |      |      |      |
| Always On | Custom Program            | Atlas Obscura      |       |     |      |      |      |
| Always On | Social                    | Facebook/Instagram |       |     |      |      |      |
| Co-Op     | Display                   | Expedia            |       |     |      |      |      |
| Always On | SEM                       | Google             |       |     |      |      |      |
| Always On | Video                     | YouTube            |       |     |      |      |      |

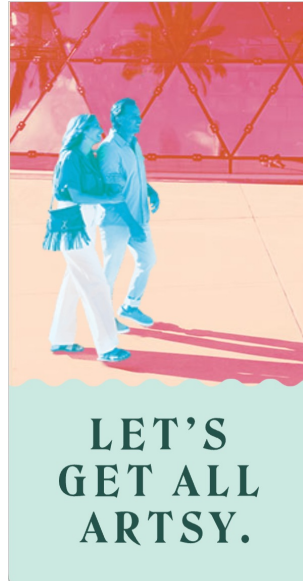
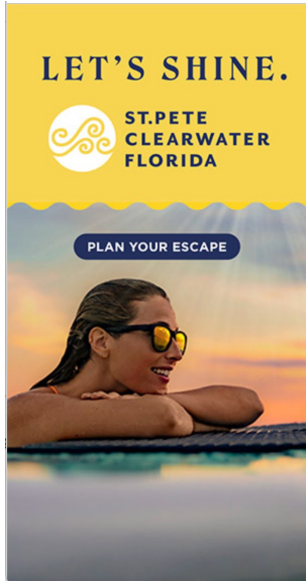
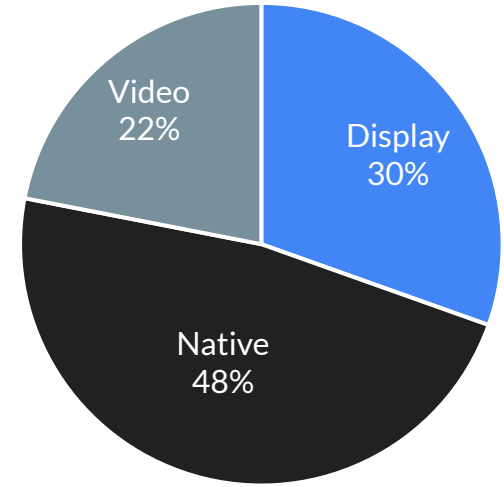
# April Media Activity



- Pageviews were down MoM, while Engagement rate increased

# Media Highlights

- Ad+Genuity drove the highest volume of site pageviews this month, while Sojern drove the most engagements
- Nativio drove the highest volume of impressions and clicks



**Beach Soak** and **Arts Artsy** were the top performing banner creatives


# Axios Recap

- VSPC sponsored local newsletters in 4 Fly markets (Chicago, Atlanta, Columbus, and Nashville) throughout January and February and the Tampa Bay City Guide “Spring Things To Do” newsletter in March
- Overall reach was strong and the engagement with VSPC ads outperformed benchmark

## Best Beaches - 684 clicks

A MESSAGE FROM VISIT ST. PETE/CLEARWATER

Columbus, explore America's best beaches in St. Pete/Clearwater



Welcome to warm sunshine, cool breezes and soft sands. With 35 miles of sugar-sand bliss, you're sure to find your perfect beach.

**Even better:** Three of the best beaches in the U.S. are located in St. Pete/Clearwater, so planning the perfect beach vacation has never been easier!

[Explore more.](#)

This newsletter was edited by Everett Cook and copy edited by Kate Sommers-Dawes and Kevly Bastou.


**Our picks:**

- 🏆 **Tyler** is amazed by this video of baseball players enjoying some mid-game pingpong in the outfield.
- 🏆 **Allissa** is struggling to dress herself again now that "fool's spring" has returned. (Or is it "spring of deception?")

## Dining - 477 clicks

A MESSAGE FROM VISIT ST. PETE/CLEARWATER


Dining in St. Pete/Clearwater means eating in style — your style!



**Columbus foodies:** Plan your next vacation to St. Pete/Clearwater. Find a delicious mix of legendary restaurants and exciting newcomers, fine dining and family-friendly spots. Grab a table with water views, and enjoy locally sourced ingredients, including fresh seafood.

[Check out more.](#)

**4. 🏀 A Big Ten women's preview**

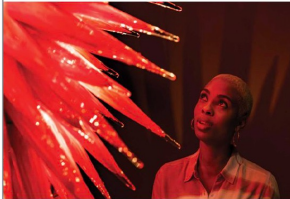


Businesses Forward! Corbin McAninch needs to make a shot in GCU's 74-61 win over Michigan on Feb. 28. Photo: David W. Green/ESPN Sportscenter via Getty Images

## Art - 416 clicks

A MESSAGE FROM VISIT ST. PETE/CLEARWATER

Discover a new unique art scene in Florida



Columbus, plan your next vacation to St. Pete/Clearwater.

**What's in it for you:** Visit the Dalí Museum and view the largest collection of Dalí masterpieces in the world. Then, check out the nearby Chihuly Collection, featuring 18 installations of breathtaking glasswork.

[Explore more.](#)

**4. Nutshells: I know I pecan**

3M  
Sends

1.4M  
Opens

44%  
Open Rate

2,967  
Clicks

0.25%  
CTR

\*vs. 0.15% benchmark

# Ad+Genuity YTD Display Tactic Performance

| Targeting Tactic                             | Impressions | Clicks | CTR   | Site Engagements<br>(post-view and<br>post-click) | Engagements<br>/ Clicks | Engagements<br>per 1000<br>impression |
|--|-------------|--------|-------|---|-------------------------|---------------------------------------|
| Prospecting                                  | 1,138,641   | 713    | 0.06% | 27  | 4%                      | 0.02                                  |
| Contextual Targeting                         | 815,943     | 497    | 0.06% | 8   | 2%                      | 0.01                                  |
| Inclusive Audiences                          | 745,625     | 370    | 0.05% | 33  | 9%                      | 0.04                                  |
| Behavioral targeting                         | 729,172     | 442    | 0.06% | 31  | 7%                      | 0.04                                  |
| Interest/Intent for Competitive Destinations | 550,461     | 288    | 0.05% | 56  | 19%                     | 0.10                                  |
| VSPC Site Retargeting                        | 500,182     | 365    | 0.07% | 2,088   | 572%                    | 4.17                                  |
| VSPC 1P Consortium                           | 332,870     | 152    | 0.05% | 47  | 31%                     | 0.14                                  |
| VSPC 1P Consortium Intenders                 | 277,307     | 108    | 0.04% | 65  | 60%                     | 0.23                                  |
| Prospecting on top exchanges                 | 271,204     | 112    | 0.04% | 22  | 20%                     | 0.08                                  |
| General Adara Cortex Audiences               | 201,183     | 76     | 0.04% | 10  | 13%                     | 0.05                                  |
| Wunderkind (Post-Content Ad Network)         | 17,334      | 88     | 0.51% | 2   | 2%                      | 0.12                                  |

- VSPC Site Retargeting drives the vast majority of site engagements and the highest engagement rates
- VSPC 1P Audiences from Consortium drove high engagement rates as well

# April MoM SEM Highlights

- 1,334,281 search impressions and 118,229 clicks from \$60k spend
- 377,128 views on YouTube for \$0.035 CPV with a 72% VTR
- In Feed Ads had 40,210 clicks to view for an \$.08 CPC
- Search generated 69,662 conversions – decreased 18% MoM
- Conversion Rate was down 3%
- CPC - \$0.51 – increased 18%
  - Travel Industry Benchmark \$1.53
- CTR – 8.86%- decreased 23%
  - Travel Industry Benchmark 4.7%
- Bounce rate was up 2%
- Pages per session was flat

Ad · visitstpeteclearwater.com/st\_pete/beach ⓘ 7274647200

**St. Pete Beach Florida | Let's Go To St. Pete Beach**

Beautiful Beachfront Hotels, Open-Air Dining, Outdoor Beach Bars, Water Sports and More! Build Sandcastles & Watch Gorgeous Sunsets! Plan Your Visit Today. America's Best Beaches. Places to Stay. Best FL Beaches. Family Fun Activities.

|  |   |
|--|---|
| <b>Things To Do</b><br>New Attractions & Exhibits<br>Fun Vacation Activities             | <b>Find Places To Stay</b><br>Beachfront Resorts & Hotels<br>Boutique Hotels, Budget Hotels |
| <b>Beaches</b><br>Beautiful Beaches with White Sand<br>A Great Place to Catch the Sunset | <b>Museums</b><br>Awesome Art & Cool Culture<br>Murals, Galleries, Museums                  |

YouTube

Visit St. Pete Clearwater [LEARN MORE](#)

Visit St. Pete C [Learn More](#)

Skip Ad ▶

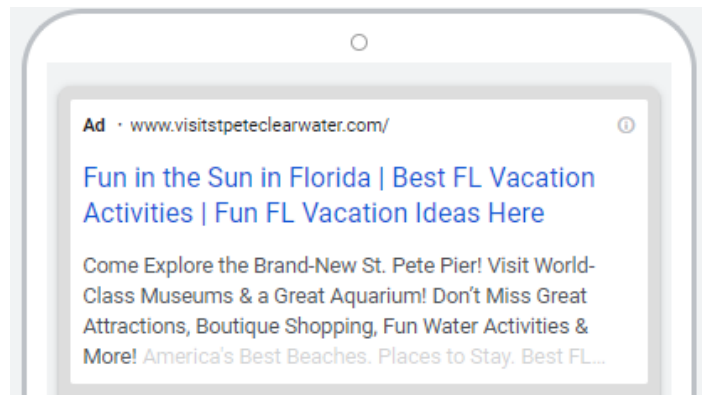
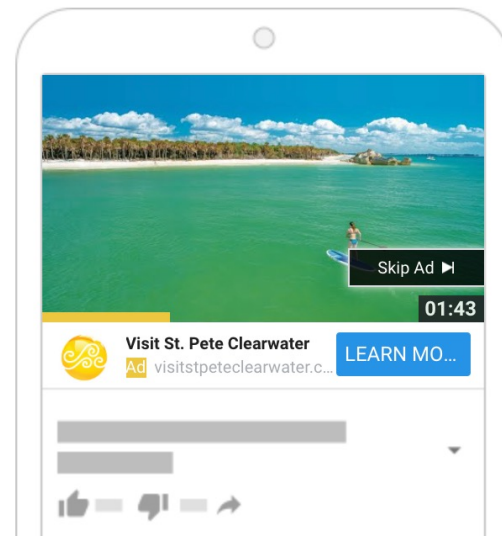
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# April YoY SEM Highlights

- Clicks were up 36%
- Conversions increased 21% (69,662 vs 57,416)
- Conversion rate decreased 7%
- CPC decreased 19% (\$0.51 vs. \$0.63)

| Conversion Goal                  | # of Conversions |
|----------------------------------|------------------|
| Deal Views                       | 235              |
| Time on Site < 1:30              | 23,210           |
| Travel Deals Discount Page Views | 9,350            |
| Total Partner Referrals          | 12,682           |
| Events View                      | 8,637            |
| Pages Per Session >2             | 15,276           |
| Destination Guide Order          | 172              |
| Newsletter Signup                | 60               |

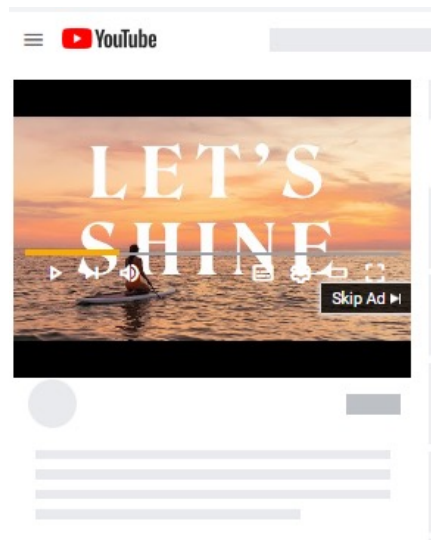
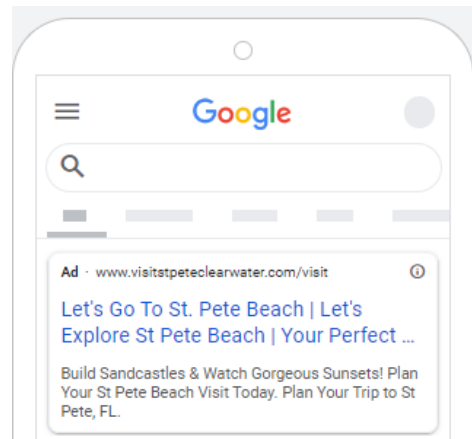




# April Performance Max Results

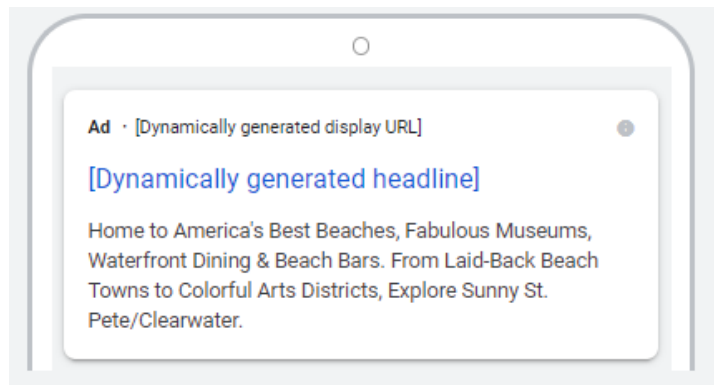
- Prospecting campaign generated 33,334 clicks at a CPC of \$0.35 and a CTR of 15.69%
- The retargeting campaign generated 12,883 clicks at a CPC of \$0.32 and a CTR of 14.70%
- The prospecting campaign had 31,163 conversions and a conversion rate of 60%.
- The remarketing campaign had 8,122 conversions and a conversion rate of 59%
- Bounce Rate was 53% and page per session were 1.67

| Conversion Goal                  | # of Conversions |
|----------------------------------|------------------|
| Deal Views                       | 23               |
| Time on Site < 1:30              | 10,699           |
| Travel Deals Discount Page Views | 77               |
| Total Partner Referrals          | 7,974            |
| Events View                      | 5,605            |
| Pages Per Session >2             | 6,669            |
| Destination Guide Order          | 101              |
| Newsletter Signup                | 15               |



# April SEM DSA Highlights

- 105,070 impressions and 14,421 clicks
- CTR – 13.73%
- CPC - \$0.67
- Generated 5,843 conversions
- Communities generated the most conversions (2,416) followed by Things To Do (1,034)



Ad · [Dynamically generated display URL] ▼

[\[Dynamically generated headline\]](#)

Discover Two of America's Top 10 Beaches Right Here in St. Pete/Clearwater. Welcome to Beach Bliss on 35 Miles of Soft White Sand. Fresh Air & Sunshine!

# Appendix

Glossary of Media Terms & Partners

# Media Terms

- **CPC:** cost per click
- **CPCV:** cost per completed video view
- **CPM:** cost per mille (thousand) impression
- **CTA:** call to action
- **CTA Rate:** Click through rate from native article to client website – specific to Nativo programs
- **CTR:** click through rate
- **CTV:** Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- **DSP:** demand side platform; software used to buy programmatic media
- **Engagement Rate:** engaged website sessions generated by display media divided by all pageviews generated by display media OR total engagements with an interactive rich media unit divided by total impressions
- **Interaction Rate:** percentage of unique interactions with an interactive rich media unit compared to total impressions
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **ROAS:** return on ad spend

# Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+genuity:** Miles Partnership's programmatic division; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Nativo:** Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **PadSquad:** Rich Media vendor specializing in interactive, mobile units distributed across a network of premium publishers
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.

Visit St. Pete/Clearwater

# Monthly Website Reporting

April 2023



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# Executive Summary

The monthly Data Studio report is available [here](#).

## TRAFFIC

VSPC's website had strong performance (Sessions) in April, with an increase of 39% compared to Apr-2022 (479,197 versus 343,634). Pageviews also climbed sharply, up 25% (732k versus 586k Apr-23 compared to Apr-22). In the prior months of the first quarter, large portions of site sessions and pageviews were related to Beach Conditions given an unusual winter breakout of Red Tide, and we did grow by 56k sessions in Beach Condition pageviews for April, but this was a much smaller factor in overall growth. Much more significant as a determinant of growth were increased views of interest, trip planning and discovery content including events, the home page, things-to-do, communities, and outdoor adventures.

Every single traffic channel also had strong growth in Sessions. The four lowest-volume channels had the biggest gains (over 100% increases) for this April versus last year (Referral was up 104%, Display up 151%, Uncategorized or "other" up 100%, and email up 133%). But although increased sessions for the top four channels was not triple-digit, they are big channels and growth was strong this month compared to last year:

- **Organic Sessions:** Up 44%: 231k versus 161k sessions;
- **Paid Search:** Up 21%: 110k versus 91k sessions;
- **Social:** Up 58%: 55k versus 35k sessions;
- **Direct:** Up 5%: 39k versus 37k sessions.

## ENGAGEMENTS

Two measurements, Average Session Duration and Pages per Session, are in general the best measures of engagement and they have been trending downward through the first three months of 2023. For January this was moderate, fairly significant in February and March, but is headed the right direction as of this April and the "gap" in performance this year versus last year closed up significantly. For Average Session Duration, there was a decline of 15% for April, and for Pages/Session the decrease was 10% - but again - these declines are significantly smaller compared to performance for February and March. Considering big growth in paid channels that typically have lower engagement - this is not only unexpected but also not a concern.



# Executive Summary

The monthly Data Studio report is available [here](#).

## SIGNALS OF INTENT TO TRAVEL & PARTNER ENGAGEMENTS

Specific engagements that are measured by actions on the site were somewhat of a mixed bag, with more wins than losses for April YoY. There were nice increases for Event Views (up 54%), Enews Sign-ups (up 19%), and Partner Referrals (up 27%), the portion of folks spending over 1 minute 30 seconds on the site (up 17%) and Travel Deals Discount Page Views (up 10%). Slips however were measured for Destination Magazine Orders (down 15%) and looks at specific Deal (down 70%). The total volume of Goal Completions overall however was up a solid 21%.

## SEO / CONTENT PERFORMANCE

Articles, and assuring that the VSPC website has compelling stories that help excite, engage and inspire site visitors to plan a trip, are an important traffic driver as well as vital to driving economic growth within the destination. FY to date, they represent over 7% of all site pageviews. Once again, as in March, the articles on the website performed strong in terms of great engagement, site entrances, and other key metrics. Year over Year for April, there was a 19% increase in pageviews with a 15% increase in site entrances. They also averaged a solid average time on page of slightly over 3 minutes 49 seconds (up 19 seconds from March). Fiscal year to date, the articles have generated a 30% increase in Pageviews (375k), with 251k Site Entrances, and generated over 1.32 Million minutes of reading about the amazing things to see, do and savor in the destination. April's top performing article content was as follows:

| Page                                    | Pageviews | Avg. Time on Page (seconds) | Entrances |
|---|-----------|-----------------------------|-----------|
| -/best-waterfront-restaurants           | 8650      | 263.20                      | 6564      |
| -/fort-de-soto-park                     | 5941      | 269.16                      | 4582      |
| -/camping-beach                         | 5542      | 195.69                      | 4983      |
| -/ride-beach-trolley                    | 4584      | 302.70                      | 3950      |
| -/beach-parking                         | 3693      | 321.42                      | 2415      |
| -/free-cheap-family-friendly-activities | 3112      | 225.74                      | 1902      |
| -/day-tampa-bay-rays                    | 2717      | 234.20                      | 2320      |
| -/chihuly-collection                    | 2679      | 147.13                      | 1821      |
| -/florida-botanical-gardens             | 1591      | 122.00                      | 573       |
| -/best-places-to-shop                   | 1561      | 278.67                      | 1312      |
|   | 60404     |                             | 41492     |

# Google Analytics



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# Total Leisure Site Traffic, Page Views & Engagement

## Performance (MoM)

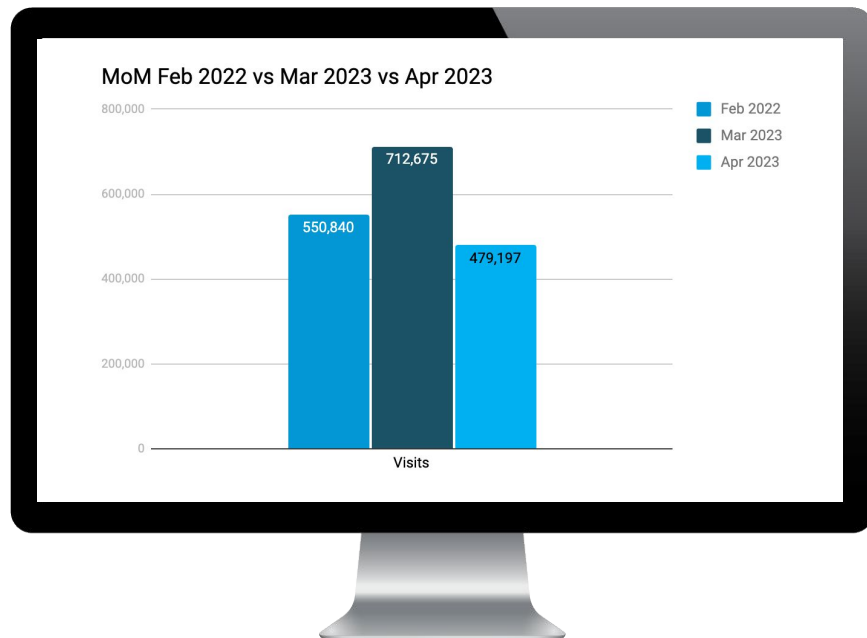
Total Visits: 479,197  -32.8%

Total Unique Visitors: 375,971  -26.53%

Total Page Views: 731,949  -34%

Overall Bounce Rate: 63.93%  4.4%

Time on Site: 1m 22sec  -3.28%



# Total Leisure Site Traffic, Page Views & Engagement

## Performance (YoY)

Total Visits: 479,197  39.4%

Total Unique Visitors: 375,971  -14.31%

Total Page Views: 731,949  24.9%

Overall Bounce Rate: 63.93%  6.6%

Time on Site: 1min 22sec  -15.86%



# Total Leisure Site Traffic, Page View & Engagement

## Performance: Last 12 Months

*May 1, 2022 through April 30, 2023*

Total Traffic/Sessions: 5,110,102  0.03%

Unique Visitors: 3,950,885  16.30%

Page Views: 8,010,331  -8.65%

# KPIs

## Performance (MoM)

- Partner Referrals: 61,782
- DM Orders: 617
- Tripadvisor Clicks: 1,060
- Newsletter Sign-Ups: 158
- Deals Views: 582
- Time on Site: 1m 22sec
- Pages per Session: 49,124



# Total Industry Site Traffic, Page Views & Engagement




## August Performance

Total Visits: 1,236  -44.7% (MoM)  
 -31.4% (YoY)

Total Organic Visits: 583  -27.4% (MoM)  
 -17.7% (YoY)

Total Page Views: 2,348  -39.7% (MoM)  
 -21.7% (YoY)

## Top Pages Viewed

- Homepage: 569  -29.9% (MoM)
- /info/staff-directory: 192  -14.7% (MoM)
- /event/april-tourist-development-council-meeting/1961: 124  1,140% (MoM)



# 2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24, 2022 - April 30, 2023

- PDF Downloads: 411
- Sessions: 4,596
- Pageviews: 204,774
- Pages/Session: 44.55
- Avg. Session Duration: 5 min 3 sec
- Device Category:
  - Mobile: 1,912 sessions
  - Desktop: 2,332 sessions
  - Tablet: 352 Sessions



# Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE:

Apr 1, 2023 - Apr 30, 2023

IMPRESSIONS

Total Impressions

772,592

↑ 97,182 from previous year

CLICK-THROUGH RATE

Total CTR

1.57%

↓ -0.31% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

425,387

↑ 27,516 from previous year

VIEWABLE PERCENT

Viewable Percent

55.25%

↓ -3.91% from previous year

AVERAGE CPM

Total average eCPM

\$17.52

↑ \$0.10 from previous year

| Line item type ▾            | Total CTR | Total impressions | Placement                | Total CTR | Total clicks | Total impressions ▾ |
|-----------------------------|-----------|-------------------|--------------------------|-----------|--------------|---------------------|
| Standard                    | 1.54%     | 627,816           | -                        | 1.58%     | 7,693        | 487,781             |
| Sponsorship                 | 1.35%     | 3,193             | STPE: Communities        | 1.68%     | 2,641        | 157,189             |
| House                       | 0.45%     | 1,991             | STPE: Things to Do       | 1.32%     | 1,494        | 112,989             |
| Bulk                        | 1.72%     | 139,592           | STPE: Attractions        | 1.09%     | 151          | 13,889              |
|                             |           |                   | STPE: Places to Stay     | 2.30%     | 257          | 11,150              |
|                             |           |                   | STPE: Museums            | 1.17%     | 56           | 4,785               |
|                             |           |                   | STPE: Form               | 1.35%     | 43           | 3,195               |
|                             |           |                   | STPE: Fishing            | 0.42%     | 8            | 1,917               |
| STPE: Golf                  |           | 0.47%             | 7                        | 1,493     |              |                     |
| Creative size (delivered) ▾ | 1.57%     | 772,592           | STPE: Boating & Outdoors | 1.22%     | 11           | 901                 |
|                             |           |                   | STPE: Beaches            | 2.14%     | 17           | 796                 |
|                             |           |                   | STPE: Sports             | 0.87%     | 4            | 461                 |
|                             |           |                   | STPE: All Other          | 0.90%     | 2            | 222                 |
| Fluid                       |           |                   |                          |           |              |                     |

| Device category ▾ | Total CTR | Total impressions |
|-------------------|-----------|-------------------|
| Tablet            | 1.52%     | 29,498            |
| Smartphone        | 1.50%     | 554,836           |
| Desktop           | 1.80%     | 188,131           |
| Connected TV      | 2.36%     | 127               |

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# Organic Traffic



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# Organic Traffic

## Summary

With 231,461 organic sessions, traffic in April 2023 was up 44.0% looking year-over-year. Organic sessions were also up when compared to April 2021 (18.4%) and April 2020 (212.6%). April's organic sessions were down 38.9% from March 1-31, 2023. Organic sessions accounted for 48.3% of all website traffic in April 2023 compared to 46.8% in April 2022.

Once again, the Current Beach Conditions page generated the most organic landing page sessions with 41,789 in April 2023. Those organic landing page sessions were a YoY increase of 1,265.6% and a decrease of 73.6% from March 2023 (158,364 organic landing page sessions).

The Clearwater Beach /communities page and the "Events & Festivals" landing page ranked second and third, respectively, in organic landing page sessions. In March 2023, the "Events & Festivals" landing page ranked second in organic landing page sessions and the Clearwater Beach /communities page was third.

The Pier 60 Sugar Sand Festival event listing ranked fifth in April with 6,586 organic landing page sessions. It was behind the Pier 60 at Clearwater Beach profile page, which also ranked fourth in March 2023 for organic landing page sessions generated.

The homepage was the sixth-best performing landing page in regards to organic sessions generated with 5,722 in April, which was a YoY decrease of 23.8%. The homepage was credited with an average session duration of 2:29 (compared to 2:45 in April 2022) and an average of 2.43 pages per organic session (compared to 2.51 in April 2022).

As was the case in March, the Clearwater /communities pages and the Things to Do webcams page remained in the seventh and eighth positions for organic landing page sessions.



# Organic Traffic

## Summary (Continued)

The profile page for Johns Pass Village Boardwalk and the Fort DeSoto Park article comprised the rest of the top 10 organic landing pages for April 2023.

April's organic bounce rate of 58.4% represented a YoY increase of 9.4% from April 2022's 53.9% organic bounce rate. The average pages per organic session (1.54) and average organic session duration (1:34) were lower YoY by 7.0% and 12.5%, respectively. The average pages per organic session in April 2022 was 1.66 and the average organic session duration was 1:47.

When the Current Beach Conditions page is removed from the equation, the site had a 56.4% organic bounce rate in April 2023 along with an average of 1.60 pages per organic session and an average organic session duration of 1:42.

Organically, there were 121,203 goal completions compared to 97,140 goal completions in April 2022. Of the organic goal completions in April 2023, 41,968 were sessions lasting longer than 90 seconds, 15,178 were sessions of two pages or more, 12,667 were partner referrals, and 8,634 were event views.

### The top 10 organic landing pages in April were:

- /current-beach-conditions
- /communities/clearwater-beach
- /events-festivals
- /profile/pier-60-clearwater-beach/139755
- /event/pier-60-sugar-sand-festival/42081
- /
- /communities/clearwater
- /things-to-do/webcams
- /profile/johns-pass-village-boardwalk/138598
- /article/fort-de-soto-park

# Top 10 Organic Landing Pages Performance vs. April 2022

| Landing Page   | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration (in seconds) |
|--|----------|-------------|-----------------|------------------------------------|
| <a href="http://www.visitstpeteclearwater.com/current-beach-conditions">www.visitstpeteclearwater.com/current-beach-conditions</a>                                       | 41789    | 70.71%      | 1.27            | 56.43                              |
| <a href="http://www.visitstpeteclearwater.com/current-beach-conditions">www.visitstpeteclearwater.com/current-beach-conditions</a>                                       | 3060     | 73.14%      | 1.29            | 63.5                               |
| <a href="http://www.visitstpeteclearwater.com/communities/clearwater-beach">www.visitstpeteclearwater.com/communities/clearwater-beach</a>                               | 12372    | 64.17%      | 1.71            | 103.18                             |
| <a href="http://www.visitstpeteclearwater.com/communities/clearwater-beach">www.visitstpeteclearwater.com/communities/clearwater-beach</a>                               | 3859     | 60.09%      | 1.85            | 117.74                             |
| <a href="http://www.visitstpeteclearwater.com/events-festivals">www.visitstpeteclearwater.com/events-festivals</a>   | 11761    | 50.40%      | 2.26            | 136.06                             |
| <a href="http://www.visitstpeteclearwater.com/events-festivals">www.visitstpeteclearwater.com/events-festivals</a>   | 7297     | 50.64%      | 2.35            | 132.05                             |
| <a href="http://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>         | 8709     | 63.31%      | 1.36            | 86.88                              |
| <a href="http://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>         | 6872     | 59.76%      | 1.4             | 79.6                               |
| <a href="http://www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081">www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081</a>         | 6586     | 60.11%      | 1.3             | 71.74                              |
| <a href="http://www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081">www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081</a>         | 4286     | 58.07%      | 1.31            | 74.92                              |
| <a href="http://www.visitstpeteclearwater.com/">www.visitstpeteclearwater.com/</a>   | 5722     | 55.05%      | 2.43            | 149.06                             |
| <a href="http://www.visitstpeteclearwater.com/">www.visitstpeteclearwater.com/</a>   | 7510     | 54.01%      | 2.51            | 164.82                             |
| <a href="http://www.visitstpeteclearwater.com/communities/clearwater">www.visitstpeteclearwater.com/communities/clearwater</a>   | 4014     | 66.79%      | 1.86            | 103.84                             |
| <a href="http://www.visitstpeteclearwater.com/communities/clearwater">www.visitstpeteclearwater.com/communities/clearwater</a>   | 391      | 65.73%      | 1.74            | 115.41                             |
| <a href="http://www.visitstpeteclearwater.com/things-to-do/webcams">www.visitstpeteclearwater.com/things-to-do/webcams</a>   | 3564     | 83.42%      | 1.26            | 48.99                              |
| <a href="http://www.visitstpeteclearwater.com/things-to-do/webcams">www.visitstpeteclearwater.com/things-to-do/webcams</a>   | 1905     | 82.26%      | 1.27            | 40.62                              |
| <a href="http://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a> | 3160     | 62.91%      | 1.35            | 93.13                              |
| <a href="http://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a> | 2920     | 57.84%      | 1.31            | 91.31                              |
| <a href="http://www.visitstpeteclearwater.com/article/fort-de-soto-park">www.visitstpeteclearwater.com/article/fort-de-soto-park</a>                                     | 2917     | 36.92%      | 1.39            | 113.62                             |
| <a href="http://www.visitstpeteclearwater.com/article/fort-de-soto-park">www.visitstpeteclearwater.com/article/fort-de-soto-park</a>                                     | 3696     | 33.23%      | 1.39            | 124.68                             |
| (All Landing Pages) April 2023   | 231461   | 58.94%      | 1.54            | 93.55                              |
| (All Landing Pages) April 2022   | 160700   | 53.90%      | 1.66            | 106.92                             |
| April 2022 Performance in Yellow   |          |             |                 |                                    |

# URL Types April 2023 vs. April 2022

| URL Type   | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration (in seconds) |
|--|----------|-------------|-----------------|------------------------------------|
| April 2023 (all URLs containing /profile)        | 54147    | 60.42%      | 1.28            | 70.2                               |
| April 2022 (all URLs containing /profile)        | 48670    | 59.13%      | 1.26            | 65.95                              |
| April 2023 (all URLs containing /event/)         | 20867    | 62.15%      | 1.26            | 65.92                              |
| April 2022 (all URLs containing /event/)         | 13701    | 59.80%      | 1.46            | 77.11                              |
| April 2023 (all URLs containing /communities)    | 31674    | 63.86%      | 1.75            | 107.04                             |
| April 2022 (all URLs containing /communities)    | 19427    | 61.28%      | 1.88            | 120.97                             |
| April 2023 (all URLs containing /article/)       | 21644    | 40.64%      | 1.53            | 128.11                             |
| April 2022 (all URLs containing /article/)       | 23021    | 37.76%      | 1.55            | 131.69                             |
| April 2023 (all URLs containing /list/)          | 14333    | 39.45%      | 1.61            | 123.19                             |
| April 2022 (all URLs containing /list/)          | 15142    | 40.84%      | 1.8             | 133.09                             |
| April 2023 (all URLs containing /things-to-do/)  | 8205     | 64.59%      | 1.67            | 101.96                             |
| April 2022 (all URLs containing /things-to-do/)  | 6805     | 57.71%      | 1.76            | 118.82                             |
| April 2023 (all URLs containing /eat-drink)      | 2938     | 55.48%      | 2.13            | 131.92                             |
| April 2022 (all URLs containing /eat-drink)      | 2803     | 53.44%      | 2.29            | 145.49                             |
| April 2023 (all URLs containing /places-to-stay) | 1468     | 43.66%      | 2.71            | 196.57                             |
| April 2022 (all URLs containing /places-to-stay) | 1025     | 41.17%      | 2.82            | 208.04                             |
| April 2022 performance in yellow                 |          |             |                 |                                    |

Google Spreadsheet with YoY Performance for April's Top 10 Pages per URL Type (mentioned above) available [here](#).



# Google Search Console Comparison vs. April 2022

☒ Total clicks

**188K**

4/1/23 - 4/30/23

**132K**

4/1/22 - 4/30/22



☒ Total impressions

**9.72M**

4/1/23 - 4/30/23

**9.7M**

4/1/22 - 4/30/22



☒ Average CTR

**1.9%**

4/1/23 - 4/30/23

**1.4%**

4/1/22 - 4/30/22



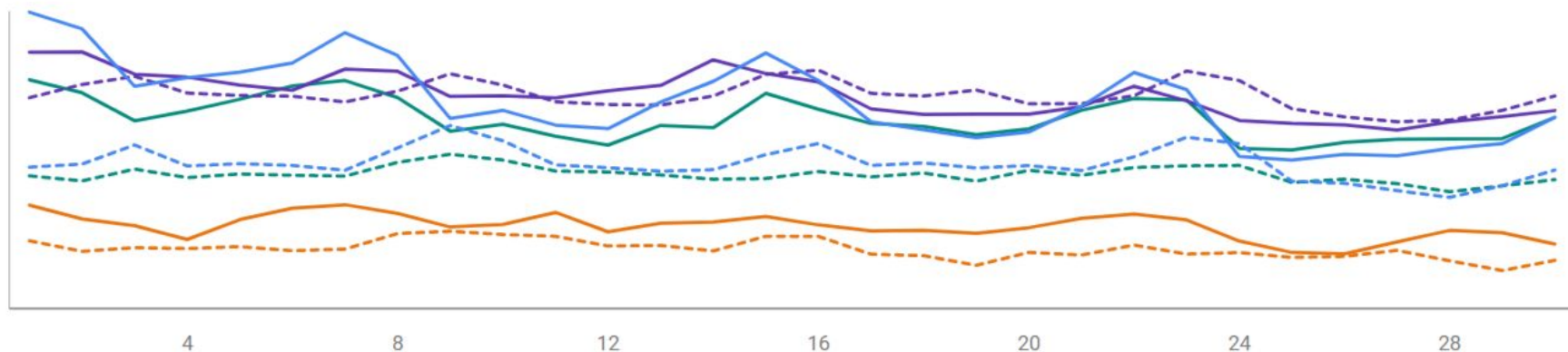
☒ Average position

**13**

4/1/23 - 4/30/23

**14.4**

4/1/22 - 4/30/22



# Google Search Console (Queries w/ Largest YoY Click Increase)

| Top queries               | Clicks<br>4/1/23 - 4/30/23 | Clicks<br>4/1/22 - 4/30/22 | ↓ Clicks<br>Difference | Impressions<br>4/1/23 - 4/30/23 | Impressions<br>4/1/22 - 4/30/22 | Impressions<br>Difference |
|---------------------------|----------------------------|----------------------------|------------------------|---------------------------------|---------------------------------|---------------------------|
| clearwater beach          | 9,517                      | 1,459                      | 8,058                  | 166,840                         | 180,501                         | -13,661                   |
| red tide clearwater beach | 1,717                      | 14                         | 1,703                  | 4,906                           | 134                             | 4,772                     |
| red tide st pete beach    | 1,256                      | 36                         | 1,220                  | 2,431                           | 120                             | 2,311                     |
| clearwater                | 1,453                      | 513                        | 940                    | 88,025                          | 87,458                          | 567                       |
| clearwater beach red tide | 837                        | 0                          | 837                    | 2,235                           | 0                               | 2,235                     |
| clearwater florida        | 1,453                      | 772                        | 681                    | 94,842                          | 123,139                         | -28,297                   |
| clearwater beach florida  | 803                        | 194                        | 609                    | 15,760                          | 17,558                          | -1,798                    |
| red tide st pete          | 602                        | 25                         | 577                    | 1,044                           | 120                             | 924                       |
| red tide madeira beach    | 568                        | 0                          | 568                    | 930                             | 0                               | 930                       |
| red tide treasure island  | 536                        | 0                          | 536                    | 907                             | 0                               | 907                       |

# Google Search Console (Queries w/ Largest YoY Click Decrease)

| Top queries                   | Clicks<br>4/1/23 - 4/30/23 | Clicks<br>4/1/22 - 4/30/22 | ↑ Clicks<br>Difference | Impressions<br>4/1/23 - 4/30/23 | Impressions<br>4/1/22 - 4/30/22 | Impressions<br>Difference |
|-------------------------------|----------------------------|----------------------------|------------------------|---------------------------------|---------------------------------|---------------------------|
| st pete beach                 | 822                        | 1,176                      | -354                   | 42,108                          | 43,962                          | -1,854                    |
| fort desoto beach             | 193                        | 543                        | -350                   | 5,646                           | 4,984                           | 662                       |
| treasure island beach         | 221                        | 507                        | -286                   | 12,460                          | 25,870                          | -13,410                   |
| sugar sand festival 2022      | 0                          | 269                        | -269                   | 0                               | 4,154                           | -4,154                    |
| clearwater sand festival 2022 | 0                          | 233                        | -233                   | 0                               | 2,150                           | -2,150                    |
| st petersburg florida         | 251                        | 457                        | -206                   | 61,116                          | 62,889                          | -1,773                    |
| sand key park                 | 130                        | 333                        | -203                   | 5,778                           | 6,704                           | -926                      |
| st petes beach                | 201                        | 382                        | -181                   | 8,013                           | 9,759                           | -1,746                    |
| treasure island florida       | 346                        | 521                        | -175                   | 37,279                          | 42,065                          | -4,786                    |
| st pete florida               | 88                         | 263                        | -175                   | 7,128                           | 8,676                           | -1,548                    |

# Google Search Console (Pages w/ Largest YoY Click Increase)

| Top pages   | Clicks<br>4/1/23 - 4/30/23 | Clicks<br>4/1/22 - 4/30/22 | ↓ Clicks<br>Difference | Impressions<br>4/1/23 - 4/30/23 | Impressions<br>4/1/22 - 4/30/22 | Impressions<br>Difference |
|---|----------------------------|----------------------------|------------------------|---------------------------------|---------------------------------|---------------------------|
| <a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>                                       | 33,992                     | 2,912                      | 31,080                 | 230,577                         | 66,700                          | 163,877                   |
| <a href="https://www.visitstpeteclearwater.com/communities/clearwater-beach">https://www.visitstpeteclearwater.com/communities/clearwater-beach</a>                               | 11,607                     | 2,449                      | 9,158                  | 330,140                         | 478,102                         | -147,962                  |
| <a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>   | 3,554                      | 147                        | 3,407                  | 309,184                         | 7,579                           | 301,605                   |
| <a href="https://www.visitstpeteclearwater.com/events-festivals">https://www.visitstpeteclearwater.com/events-festivals</a>   | 10,262                     | 7,168                      | 3,094                  | 186,767                         | 125,690                         | 61,077                    |
| <a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>         | 7,212                      | 5,394                      | 1,818                  | 80,637                          | 60,238                          | 20,399                    |
| <a href="https://www.visitstpeteclearwater.com/event/st-pete-pier-rockin-roller-rink/49321">https://www.visitstpeteclearwater.com/event/st-pete-pier-rockin-roller-rink/49321</a> | 1,408                      | 0                          | 1,408                  | 4,107                           | 0                               | 4,107                     |
| <a href="https://www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081">https://www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081</a>         | 5,845                      | 4,512                      | 1,333                  | 124,712                         | 93,585                          | 31,127                    |
| <a href="https://www.visitstpeteclearwater.com/things-to-do/webcams">https://www.visitstpeteclearwater.com/things-to-do/webcams</a>   | 2,641                      | 1,561                      | 1,080                  | 96,248                          | 34,801                          | 61,447                    |
| <a href="https://www.visitstpeteclearwater.com/all-events">https://www.visitstpeteclearwater.com/all-events</a>   | 992                        | 6                          | 986                    | 41,081                          | 202                             | 40,879                    |
| <a href="https://www.visitstpeteclearwater.com/info/red-tide-faqs">https://www.visitstpeteclearwater.com/info/red-tide-faqs</a>   | 703                        | 0                          | 703                    | 63,696                          | 0                               | 63,696                    |

# Google Search Console (Pages w/ Largest YoY Click Decrease)

| Top pages   | Clicks<br>4/1/23 - 4/30/23 | Clicks<br>4/1/22 - 4/30/22 | ↑ Clicks<br>Difference | Impressions<br>4/1/23 - 4/30/23 | Impressions<br>4/1/22 - 4/30/22 | Impressions<br>Difference |
|---|----------------------------|----------------------------|------------------------|---------------------------------|---------------------------------|---------------------------|
| <a href="https://www.visitstpeteclearwater.com/event/events-this-month">https://www.visitstpeteclearwater.com/event/events-this-month</a>                                   | 0                          | 2,257                      | -2,257                 | 0                               | 47,768                          | -47,768                   |
| <a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>   | 3,474                      | 5,648                      | -2,174                 | 599,008                         | 973,368                         | -374,360                  |
| <a href="https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete">https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete</a> | 0                          | 887                        | -887                   | 0                               | 18,465                          | -18,465                   |
| <a href="https://www.visitstpeteclearwater.com/communities/st-pete-beach">https://www.visitstpeteclearwater.com/communities/st-pete-beach</a>                               | 1,622                      | 2,481                      | -859                   | 186,682                         | 147,985                         | 38,697                    |
| <a href="https://www.visitstpeteclearwater.com/article/ride-beach-trolley">https://www.visitstpeteclearwater.com/article/ride-beach-trolley</a>                             | 2,099                      | 2,847                      | -748                   | 32,435                          | 35,288                          | -2,853                    |
| <a href="https://www.visitstpeteclearwater.com/communities/treasure-island">https://www.visitstpeteclearwater.com/communities/treasure-island</a>                           | 1,329                      | 2,065                      | -736                   | 109,399                         | 150,419                         | -41,020                   |
| <a href="https://www.visitstpeteclearwater.com/article/beach-parking">https://www.visitstpeteclearwater.com/article/beach-parking</a>                                       | 1,465                      | 2,196                      | -731                   | 222,195                         | 64,898                          | 157,297                   |
| <a href="https://www.visitstpeteclearwater.com/article/fort-de-soto-park">https://www.visitstpeteclearwater.com/article/fort-de-soto-park</a>                               | 2,240                      | 2,841                      | -601                   | 112,250                         | 118,597                         | -6,347                    |
| <a href="https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants">https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants</a>           | 1,835                      | 2,364                      | -529                   | 147,970                         | 166,039                         | -18,069                   |
| <a href="https://www.visitstpeteclearwater.com/list/beach-every-mood">https://www.visitstpeteclearwater.com/list/beach-every-mood</a>                                       | 1,268                      | 1,753                      | -485                   | 117,412                         | 215,239                         | -97,827                   |

# Content Updates & Email Performance



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# April Content Updates

## Strategic Projects

- Accessible Attractions article
- Accessibility landing page

## New/Rewritten Articles and Listings

- Gluten-Free Dining
- Egmont Key Ferry from Fort De Soto Park
- The Vinoy

## Updates/Fact-Checks

- Clearwater Marine Aquarium article
- Beach Updates & Conditions page
- St. Pete Pier District landing page
- Museum of Fine Arts listing
- Events & Festivals landing page
- Homepage
- St. Pete community page
- Accolades article

## Media-Related Projects

- Hidden Gems (Pinterest)

### Gluten-Free Dining in St. Pete/Clearwater

Discover tasty opportunities to lose the gluten and keep the flavor in local restaurants across the area.



Craft Kafé in St. Pete makes its own almond and chickpea flour in its quest to keep its kitchen gluten-free.

Whether you're looking for a restaurant with a dedicated gluten-free kitchen or just a gluten-free snack or meal, you're in luck. Discover abundant GF choices in local restaurants in St. Pete/Clearwater, running the gamut from ceviche and pizza to main courses, baked goods and ice cream.

### Cassis, St. Pete



Other visitors to St. Pete's beautiful harbor will be drawn into a heavenly meal at Cassis.

Offering upscale casual dining just across from the St. Pete Pier and picturesque waterfront, **Cassis** serves a delicious assortment of gluten-free options on its brunch, lunch and dinner menus. For brunch, tuck into the savory Smoked Salmon and Batty Avocado Omelet, embellished with lemon-pepper sour cream. Savor a leisurely lunch, starting with a shareable trio of dips served with potato chips and veggies, then dive into the Warm Lentil and Soppresata salad with shaved Parmesan and tangy lemon vinaigrette. The dinner menu also boasts plenty of gluten-free choices, including a decadent Maple Leaf Farms duck breast served with butternut squash, Brussels sprouts, jalapeño cornbread and a red cherry reduction.

170 Beach Dr., St. Pete, 727-827-2967

[- Learn More](#)

### Casita Taqueria, St. Pete



Build a GF bowl - make it healthy or vegetarian - at Casita Taqueria.

With three locations in St. Pete, **Casita Taqueria** has grown into a favorite destination for locals looking to avoid gluten. The restaurant's corn tortillas have a "pinch" of all-purpose flour and thus aren't gluten-free, but its rice, beans and salads are all safe choices. Try a Casita Bowl with your choice of meat, veggies, beans, rice and scrumptious toppings.

2663 Central Ave., St. Pete, 727-498-8749; 2701 4th St. N., St. Pete, 727-498-6183; 2991 66th St. N., St. Pete, 727-800-5459

[- Dig In](#)




# VSPC September 2022 Enews Performance

**Email Subject Line:** Help Keep St. Pete/Clearwater "Green"! ❤️

**Featured Partner:** N/A

**Sponsored Content:** Museum of Fine Arts


| Send Date           | 4/19/22 |
|---------------------|---------|
| Total Delivered     | 200,796 |
| Sessions            | 337     |
| Bounce Rate         | 63%     |
| Total Unique Clicks | 1,154   |
| Total CTR           | 0.57%   |
| Featured Clicks     | N/A     |
| Sponsored Clicks    | 52      |
| Opt Outs            | 457     |



ST. PETE  
CLEARWATER  
FLORIDA

BEACHES    OUTDOORS    ARTS

## Help Protect Our Natural Beauty




### Stay in a "Green" Hotel and Do Your Part

Mother Nature is the star of the show here in St. Pete/Clearwater. As you enjoy our blue skies, stunning beaches, towering palm trees and pristine waterways, consider helping protect these gorgeous surroundings. Staying in one of our **environmentally friendly hotels** can be a good first step.

[START PLANNING](#)

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### Explore Offbeat, Approachable Dunedin

A lively, walkable town, Dunedin is famous for its craft breweries and creative unpretentious eateries. **Follow this popular influencer** as she tours a speakeasy in a historic hotel, drops in at one of Florida's first microbreweries and explores other must-see spots.

[GO NOW](#)

SPONSORED CONTENT

## The Museum of Fine Arts, St. Petersburg



### Shashin: Japanese Photographs from the Meiji era, 1870-1900

Beautiful and superbly crafted, this selection of photographs showcases the skill and innovation of Japanese photographers working in Japan from 1870-1900. On view at the MFA through July 23, 2023.

[LEARN MORE](#)

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### Discover Waterfront Dining and Shopping

Named for a pirate, **John's Pass Village & Boardwalk** stays true to its nautical roots. Just north of Treasure Island, this charming fishing village on the Gulf is a popular hub for casual dining, souvenir shopping, watersports rentals and even sailing on a pirate ship.

[START EXPLORING](#)

## CAN'T-MISS EVENTS

Find some highlights below or check out [all St. Pete/Clearwater events](#)



June 2023

### St. Pete Pride

Join this monthlong celebration of the LGBTQ+ community with a parade, pageants and concerts.



Through Oct. 14, 2023

### Tampa Bay Rowdies

Bring the family to a professional game in St. Pete, and watch for theme nights and fireworks.



May 13-14, 2023

### Tacos & Tequila Festival

Enjoy tacos and other dishes from local chefs, as well as cocktails and live music in St. Pete's Vinoy Park.



June 4, 2023

### Safety Harbor's Market on Main

Wander this cute town's monthly market to find local produce, crafts, baked goods and live music.



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# ActOn Database Sign-Ups

April Growth

- Total ActOn List Growth\*: 2,898
- Webform Sign-Ups: 158

\*Includes email sign-ups and unsubscribes

# Video Performance



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# VSPC Facebook Video Performance in April

Data pulled as of 5/2/23

| Video Titles                               | Date Published | First 7 Days' Views | Total Video Views<br>(3+ seconds) | Avg. Daily Views<br>[Total/D<br>ays Live] | Avg. Minutes Viewed | Engagement Metrics                       | Performance Highlights   |
|--|----------------|---------------------|-----------------------------------|---|---------------------|--|--|
| Discover St. Pete's Thriving Mural Scene ! | 4/17/23        | 859                 | 956                               | 60  | 0:03                | 79 Reactions<br>13 Shares<br>7 Comments  |  |
| Welcome to John Chestnut Sr. Park          | 4/5/23         | 1,316               | 1,532                             | 55  | 0:04                | 95 Reactions<br>17 Shares<br>9 Comments  |  |
| A Day at the Trop!                         | 3/30/23        | 2,127               | 2,544                             | 75  | 0:04                | 175 Reactions<br>26 Shares<br>5 Comments | Most Viewed Video, Most Watched Video, and Most Engaged-with Video |

# VSPC Instagram Video Performance in April

Data pulled as of 5/2/23

| Video Titles   | Date Published | Total Video Views<br>(3+ seconds) | Avg. Daily Views<br>[Total/Days Live] | Engagement Metrics       | Performance Highlights  |
|--|----------------|-----------------------------------|---------------------------------------|--------------------------|-------------------------|
| St. Pete Murals  | 4/17/23        | 6,406                             | 458                                   | 255 likes<br>9 comments  | Most Viewed Video       |
| Outdoor Immersion<br>John Chesnut <i>(Text added in app version)</i> | 4/5/23         | 8,189                             | 315                                   | 395 likes<br>18 comments | Most Engaged with Video |
| SPC Events Day at Tropicana Field                                    | 3/30/23        | 4,014                             | 122                                   | 164 likes<br>8 comments  |                         |
| SPC Events: Dunedin Highland Games                                   | 3/28/23        | 4,170                             | 119                                   | 79 likes<br>3 comments   |                         |

# VSPC YouTube Video Performance in April

*\*Data pulled as of 5/2/22*

| Video Titles                              | Date Published | First 7 Days' Views | Total Video Views<br>(3+ seconds) | Avg. Daily Views<br>[Total/Days Live] | Avg. Minutes Viewed | Engagement Metrics  | Performance Highlights                          |
|---|----------------|---------------------|-----------------------------------|---------------------------------------|---------------------|---------------------|---|
| Discover St. Pete's Thriving Mural Scene! | 4/17/23        | 77                  | 96                                | 6                                     | 1:15                | 9 Likes<br>9 Shares | NA as there is only one new video for the month |



# VSPC YouTube: Top 5 Performing Videos Overall April 1-30, 2023

| Savor This: Alesia  | Views ▾ | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes Added | Video Shares |
|---|---------|--------------|--------------------|------------------|-------------------------|-------------------|--------------|
|   | 52,030  | 00:01:05     | 00:00:55           | 801:18:58        | 85.3%                   | 12                | 2            |
| Natural Sound: Sand Key Park in Clearwater, Florida           | Views ▾ | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes Added | Video Shares |
|   | 52,029  | 00:22:34     | 00:07:51           | 6812:57:45       | 34.82%                  | 13                | 2            |
| Visit St. Pete/Clearwater Channel Teaser                      | Views ▾ | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes Added | Video Shares |
|   | 51,692  | 00:00:32     | 00:00:28           | 414:06:06        | 90.12%                  | 9                 | 4            |
| Treat Yourself: Ultimate Cheat Meals of Florida   St. Pete    | Views ▾ | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes Added | Video Shares |
|   | 51,415  | 00:06:37     | 00:04:01           | 3444:07:43       | 60.74%                  | 11                | 4            |
| Gulf or Bay? Planning a Visit to St. Pete/Clearwater, Florida | Views ▾ | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes Added | Video Shares |
|   | 51,341  | 00:11:26     | 00:05:50           | 4992:05:26       | 51.03%                  | 28                | 11           |

# April Video Analysis

## Learnings

- Since the later half of 2022, Instagram Reels has consistently outpaced Facebook in overall video views
  - This is quite a shift from previous years where Facebook easily had more overall video views than all other platforms
  - Continued focus on IG-specific content and vertical content overall is netting growth in viewership and providing more opportunities to post vertical content on other platforms such as YouTube Shorts and Tiktok.
- On YouTube, a mix of content types are performing well, likely drawing different audiences and meeting different content needs.
  - Overall channel views are up this month a bit from last month.
  - To keep the momentum, we recommend planning some of the new content ideas to shoot over June to post in July and starting a cadence of videos that includes short pillars-focused content mixed with some longer, talent-focused content.



# Takeaways



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miles  
PARTNERSHIP

# Takeaways/Next Steps

Digital Media Planning for Spring/Summer is complete and based on the following core tenets:

- We're seeing solid results, with many ad units over-indexing;
- There's a good mix of media that's generating strong gains Year/Year for every channel;
- Technology (learning and optimizing) is working in our favor, driving gains in key metrics.

All RFPs are currently in progress to execute our Spring/Summer campaign, with some refreshed content and new vendors. The plan is primarily to stick with what's proven to be working well, leverage the buying efficiency of program extensions, and staying the course.

Data insights are also of vital importance to successful marketing communications and advertising programs, and Visit St. Pete/Clearwater continues to lead the way. The Digital team has completed certification on one of the most advanced business intelligence systems for destination marketing agencies (Zartico), have leveraged custom audiences and continue to collect vital first-party data through the Adara Consortium, and look forward to a variety of detailed insights from ongoing research through Destination Analysts. This month in May, the VSPC and Agency teams will convene for a two-day conference to conduct extensive performance review, planning and strategy development, and set the course for continued enhancement and improvement of our highly successful marketing and advertising efforts.

# MONTHLY SOCIAL MEDIA REPORT

April 2023



ST.PETE  
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## Facebook



**1,181,115** ▲  
Engagement



**14,228,221** ▲  
Total Impressions



**1,664,484** ▲  
Post Link Clicks



**1.4M** ▲  
Video Views



**16,898** ▲  
Shares



**325,849** ▲  
Total Page Likes

### Top Post



"The excitement is building! The #1 sand sculpting festival in



Likes  
**12K**



Shares  
**2K**



Comments  
**1K**



Post Link Clicks  
**NA**

## Facebook Ad totals

**\$24,161.30**  
Spend

**557,804** ▲  
Clicks

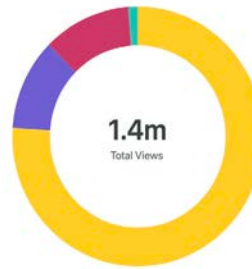
**\$2.70** ▼  
Cost per 1K

**8,939,671** ▲  
Impressions

**6.24%** ▲  
Click through rate

**\$0.04** ▼  
Cost per click

View Metrics



Organic Full  
**17,503**

Organic Partial  
**163.5k**

Paid Full  
**161.3k**

Paid Partial  
**1.1m**

Viewing Breakdown



## Instagram



**80.2K**  
Followers



**576** ▲  
New Followers

**30**

Posts



**27,640** ▲

Engagement

**8.1%** ▲

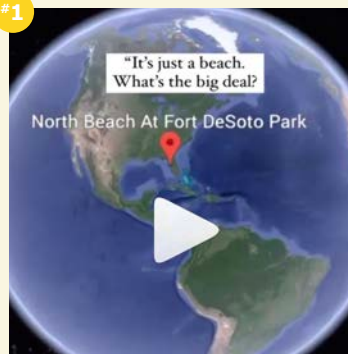
Engagement Rate



**340,789** ▼  
Impressions

### Top Posts

#1

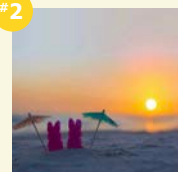


**3,236**

**86**

**66K**

#2



**1,658**

**42**

**NA**

#3



**1,037**

**45**

**29K**

**1,143** ▼  
Saves

**17%** ▼



**13** ▼  
Stories sent

**45%** ▼



**17,524** ▼  
Story Impressions  
**42%** ▼

**1,337** ▲  
Avg. Reach per Story  
**8%** ▲

**18** ▲  
Reels Published



#LetsShineSPC

Monthly Social Media Report – April 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change

# MONTHLY SOCIAL MEDIA REPORT

April 2023



ST.PETE  
CLEARWATER



## Twitter



**107,835** ▲  
Followers



**154** ▲  
New Followers



**17,537** ▲  
Engagement



**472,167** ▲  
Total Impressions



**4.1** ▲  
Tweets per day



**450** ▼  
Post Link Clicks



**1038** ▲  
Re-tweets earned



**8,001** ▲  
Favorites earned

### Top tweet



This is what a walk-off HR sounds like tonight at The Trop! #RaysUp

**6**  
Comments

**20**  
Retweets

**233**  
Likes



## YouTube



**23,187** ▲  
Subscribers



**95** ▼  
New Subscribers



**329,875** ▼  
Views



**1,278,138** ▼  
Minutes Watched



**280** ▼  
Shares



**322** ▲  
Likes

### Top video



**E-Scapes: Sand Key Park**

**Total Views 217K**



## TikTok



**24.3K** ▲  
Followers



**400** ▲  
New Followers



**104K** ▲  
Video Views



**5,182** ▲  
Likes

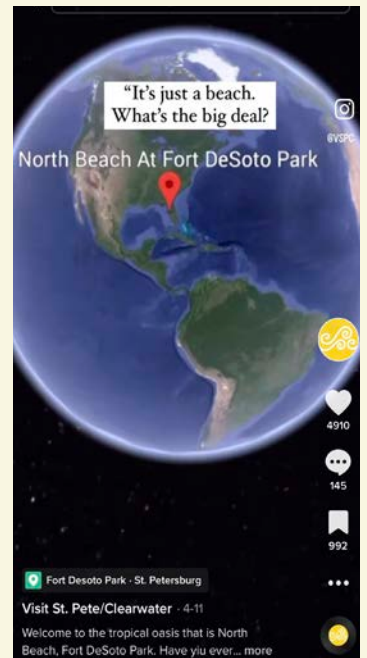


**187** ▲  
Comments



**1,714** ▲  
Shares

### Top video



**Fort DeSoto Park - Google Earth Trend**



#LetsShineSPC

Monthly Social Media Report – April 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change