

Visit St. Pete/Clearwater

Monthly Website Reporting

March 2023



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Executive Summary

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

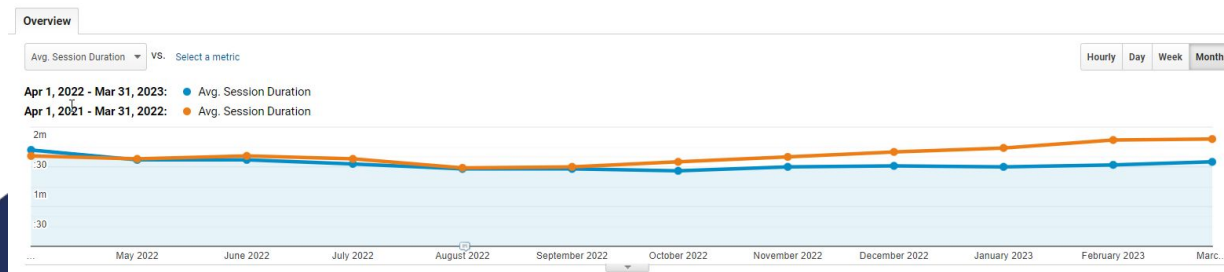
TRAFFIC

VSPC's website had strong performance (Sessions) in March, with an increase of 89% compared to Mar-2022 (712,675 versus 376,170). Pageviews also climbed sharply, up 64.5% (1.1M versus 674k Mar-23 compared to Mar-22). As in February, a large portion of the growth was related to a massive surge in Pageviews relating to Beach Conditions (up 3,787 %) given the somewhat unseasonal outbreak of Red Tide. Drilling down and adding up the Beach Conditions pageviews plus high Red-Tide FAQ and Webcam pageviews, they represented a bit over 300k against an overall growth of 435k. So we can infer that not all the increase in Sessions were the result of Red Tide related site visits. Traffic is clearly strong.

Every traffic channel also had strong growth with one exception (email). Big winners (in order of volume) were Organic (up 86%), Paid Search (up 52%), Direct (up 87%), Social (up 98%), and Referrals (up 211%). One particular note, Paid search performance (text ads) has a very solid trend, with steady month/month improvement for the past 6 months at the same spend (\$60k/month) - moving from a 6.8% (OCT-22) Click-Through Rate to 11.6% (MAR-23), Cost-per-Click falling from \$.68 (OCT-22) to \$.43 (MAR-23), and total clicks going from 87k (OCT-22) to 138k (MAR-23).

ENGAGEMENTS

Although traffic was very strong, Engagement metrics were down for the month. Average Session Duration (the average amount of time for a site visit) was down 22%, and typically is one of the best measures of engagement. Bounce was up slightly (up 5.6%) and Pages/Session was down moderately (13%). There's a portion of the decline in Average Session Duration that is clearly related to Red Tide, given that many audiences are just visiting the site to get an update on conditions (in and out - not really there to explore other content). However, we do see a developing trend over time that is somewhat of a concern:



Executive Summary

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SIGNALS OF INTENT TO TRAVEL & PARTNER ENGAGEMENTS

Specific engagements that are measured by actions on the site were somewhat of a mixed bag, with wins and losses pretty evenly split for March YoY. There were nice increases for Event Views (up 168%), Enews Sign-ups (up 24%), and Partner Referrals (up 29%). Slips however were measured for Destination Magazine Orders (down 15%), Deal Views (down 74%), and Travel Deal Pageviews (down 23%). The total volume of Goal Completions overall however was up a solid 52%.

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. Article creation has been a focal point for this fiscal year, and for March the articles on the website had a 21% increase in pageviews year/year, with a 15% increase in site entrances. They also averaged a solid average time on page of slightly over 3 minutes 30 seconds. Fiscal year to date, the articles have generated a 32% increase in Pageviews (313k), with 210k Site Entrances, and generated over 1.1M minutes of reading about the amazing things to see, do and savor in the destination. We've also seen nice growth in Partner Profile pageviews, up 16% for March YoY and up 17% for the first 6 months of this FY (OCT-22 through MAR-23). Here are the website's top Articles and Profile Pages (for MAR-23):

ARTICLES

Best Waterfront Restaurants	Beach Parking
Camping at the Beach	Chihuly Collection
Ride the Beach Trolley	Free/Cheap Family Adventures
Fort DeSoto Park	Tampa Bay Rays
Catch a Spring Training Game	Best Places to Shop

PROFILE PAGES

Pier-60	Ellenton Premium Outlets
John's Pass Boardwalk	Sand Key Park
Sunken Gardens	Cross Bay Ferry
Shell-Key Preserve	Florida Aquarium
Honeymoon Island	Captain Memo's Pirate Cruise

Google Analytics



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Total Leisure Site Traffic, Page Views & Engagement


Performance (MoM)

Total Visits: 712,675  29.4%

Total Unique Visitors: 526,086  20.61%

Total Page Views: 1,109,139  27.7%

Overall Bounce Rate: 61.24%  -5.7%

Time on Site: 1m 25s  3.35%



Total Leisure Site Traffic, Page Views & Engagement


Performance (YoY)

Total Visits: 712,675  89.5%

Total Unique Visitors: 526,086  79.29%

Total Page Views: 1,109,139  64.5%

Overall Bounce Rate: 61.24%  5.6%

Time on Site: 1m 25s  -21.81%



Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

April 1, 2022 through March 31, 2023

Total Traffic/Sessions: 4,974,539  -5.32%

Unique Visitors: 3,837,384  11.35%

Page Views: 7,864,242  -13.44%

KPIs

Performance (MoM)


- Partner Referrals: 73,852
- DM Orders: 720
- Tripadvisor Clicks: 913
- Newsletter Sign-Ups: 338
- Deals Views: 659
- Time on Site: 1m 25s
- Pages per Session: 77,096



Total Industry Site Traffic, Page Views & Engagement

August Performance

Total Visits: 2,237  61.9% (MoM)

 94.0% (YoY)

Total Organic Visits: 803  27.9% (MoM)

 55.6% (YoY)

Total Page Views: 3,897  48.3% (MoM)

 75.3% (YoY)

Top Pages Viewed

- Homepage: 812  32.2% (MoM)
- /resource/funding-opportunities/elite-event-funding-program: 625  2,617.4% (MoM)
- /info/staff-directory: 225  46.1% (MoM)

2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24, 2022 - March 31, 2023

- PDF Downloads: 386
- Sessions: 4,275
- Pageviews: 191,643
- Pages/Session: 44.83
- Avg. Session Duration: 5:03
- Device Category:
 - Mobile: 1,785 sessions
 - Desktop: 2,161 sessions
 - Tablet: 329 Sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE: Mar 1, 2023 - Mar 31, 2023

IMPRESSIONS

Total impressions

1,065,034

↑ 294,694 from previous year

CLICK-THROUGH RATE

Total CTR

1.47%

↓ -0.55% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

569,905

↑ 110,287 from previous year

VIEWABLE PERCENT

Viewable Percent

53.64%

↓ -6.33% from previous year

AVERAGE CPM

Total average eCPM

\$17.62

↑ \$0.55 from previous year

Line item type ▾

Total CTR

Total impressions

Standard

1.46%

740,923

Sponsorship

1.41%

4,262

House

0.64%

5,645

Bulk

1.52%

314,204

Creative size (delivered) ▾

Total CTR

Total impressions

Fluid

1.47%

1,065,034

Placement

Total CTR

Total clicks

Total impressions ▾

-

1.42%

10,137

714,908

STPE: Communities

1.69%

2,963

175,845

STPE: Things to Do

1.39%

2,155

154,763

STPE: Places to Stay

2.50%

376

15,012

STPE: Attractions

1.25%

176

14,077

STPE: Museums

1.22%

67

5,478

STPE: Form

1.41%

60

4,262

STPE: Golf

0.61%

13

2,142

STPE: Fishing

0.65%

13

2,012

STPE: Boating & Outdoors

1.09%

12

1,105

STPE: Beaches

0.95%

9

948

STPE: Sports

1.07%

9

843

STPE: All Other

1.46%

3

206

Device category ▾

Total CTR

Total impressions

Tablet

1.45%

41,799

Smartphone

1.39%

740,514

Desktop

1.68%

282,637

Connected TV

0.00%

84

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Organic Traffic



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Organic Traffic

Summary

With 378,800 organic sessions, traffic in March 2023 was up 100.2% looking year-over-year. March's organic sessions were up 71.2% from the 31-day period of January 29-February 28, 2023. Organic sessions were also up when compared to March 2021 (60.6%) and March 2020 (182.2%). Organic sessions accounted for 53.2% of all website traffic in March 2023 compared to 50.3% in March 2022.

The "Current Beach Conditions" page generated the most organic landing page sessions in March 2023 with 158,364, which was a 4,644% increase from March 2022's 3,338 organic landing page sessions.

The "Events & Festivals" landing page ranked second in organic landing page sessions for March 2023 with 13,240, which was an increase of 73.7% YoY.

The Red Tide FAQ info page ranked fifth in organic sessions with 8,217. The page was credited with a 50% organic bounce rate, 1.65 pages per organic session and an average organic session duration of 1:32.

The homepage saw a YoY decrease in organic landing page sessions of 15.8% with 7,592 in March 2023. The homepage was credited with an average session duration of 2:40 (compared to 2:53 in March 2022) and an average of 2.48 pages per organic session (compared to 2.58 in March 2022).

The Clearwater Beach and Clearwater /communities pages ranked third and seventh, respectively, in organic landing page sessions for March 2023. The Clearwater Beach /communities page was third in February, and the Clearwater Beach /communities page was fifth last month. The webcam page was eighth in organic sessions, while the Firestone Grand Prix profile page and the St. Pete Beach /communities page rounded out the top-10 for organic landing page sessions in March 2023.



Organic Traffic

Summary (Continued)

Combined organic sessions for the /communities pages were up 60% YoY (36,758 in March 2023 vs. 22,992 in March 2022). The /communities page had an average organic bounce rate of 60.9%, an average of 1.86 pages per organic session, and an average organic session duration of 1:56 in March 2023.

March's organic bounce rate of 59.2% represented a YoY increase of 12.9% from March 2022's 53% organic bounce rate. The average pages per organic session (1.53) and average organic session duration (1:30) were lower YoY by 11.1% and 22.2%, respectively. The average pages per organic session in March 2022 was 1.72 and the average organic session duration was 1:54.

Of the top 10 pages by organic sessions, one had a bounce rate under 51% (The Red Tide FAQ info page), four additional pages had a bounce rate under 60%, and five were credited with an average organic session duration of at least 1:43. The average organic session durations for the "Current Beach Conditions" page and the webcams page were each 1:08. The average organic session duration for the Firestone Grand Prix profile page was 50 seconds..

The top 10 organic landing pages in March were:

- /current-beach-conditions
- /events-festivals
- /communities/clearwater-beach
- /profile/pier-60-clearwater-beach/139755
- /info/red-tide-faqs
- /
- /communities/clearwater
- /things-to-do/webcams
- /event/firestone-grand-prix-st-petersburg/1496
- /communities/st-pete-beach

Top 10 Organic Landing Pages Performance vs. March 2022

Landing Page	Date Range	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitspteclearwater.com/current-beach-conditions	Mar 1, 2023 - Mar 31, 2023	158364	66.90%	1.35	67.58
www.visitspteclearwater.com/current-beach-conditions	Mar 1, 2022 - Mar 31, 2022	3338	73.79%	1.3	54.4
www.visitspteclearwater.com/events-festivals	Mar 1, 2023 - Mar 31, 2023	13240	51.78%	2.26	141.36
www.visitspteclearwater.com/events-festivals	Mar 1, 2022 - Mar 31, 2022	7624	48.74%	2.51	138.92
www.visitspteclearwater.com/communities/clearwater-beach	Mar 1, 2023 - Mar 31, 2023	12511	59.00%	1.85	116.89
www.visitspteclearwater.com/communities/clearwater-beach	Mar 1, 2022 - Mar 31, 2022	4847	59.98%	1.88	122.95
www.visitspteclearwater.com/profile/pier-60-clearwater-beach/139755	Mar 1, 2023 - Mar 31, 2023	9028	62.99%	1.36	90.93
www.visitspteclearwater.com/profile/pier-60-clearwater-beach/139755	Mar 1, 2022 - Mar 31, 2022	7996	58.49%	1.47	83.91
www.visitspteclearwater.com/info/red-tide-faqs	Mar 1, 2023 - Mar 31, 2023	8217	49.98%	1.65	91.8
www.visitspteclearwater.com/info/red-tide-faqs	Mar 1, 2022 - Mar 31, 2022	0	0.00%	0	0
www.visitspteclearwater.com/	Mar 1, 2023 - Mar 31, 2023	7592	52.48%	2.48	159.92
www.visitspteclearwater.com/	Mar 1, 2022 - Mar 31, 2022	9014	52.43%	2.58	173.13
www.visitspteclearwater.com/communities/clearwater	Mar 1, 2023 - Mar 31, 2023	6310	63.90%	1.9	107.58
www.visitspteclearwater.com/communities/clearwater	Mar 1, 2022 - Mar 31, 2022	403	57.32%	2.2	138.22
www.visitspteclearwater.com/things-to-do/webcams	Mar 1, 2023 - Mar 31, 2023	5171	78.21%	1.37	68.09
www.visitspteclearwater.com/things-to-do/webcams	Mar 1, 2022 - Mar 31, 2022	3494	82.31%	1.35	57.78
www.visitspteclearwater.com/event/firestone-grand-prix-st-petersburg/1496	Mar 1, 2023 - Mar 31, 2023	3763	60.43%	1.1	50.4
www.visitspteclearwater.com/event/firestone-grand-prix-st-petersburg/1496	Mar 1, 2022 - Mar 31, 2022	125	67.20%	1.1	68.04
www.visitspteclearwater.com/communities/st-pete-beach	Mar 1, 2023 - Mar 31, 2023	3460	55.49%	2.15	144.91
www.visitspteclearwater.com/communities/st-pete-beach	Mar 1, 2022 - Mar 31, 2022	3431	47.42%	2.36	170.93
(All Landing Pages)	Mar 1, 2023 - Mar 31, 2023	378800	59.82%	1.53	89.95
(All Landing Pages)	Mar 1, 2022 - Mar 31, 2022	189178	52.96%	1.72	114.11

Note: March 2022 Performance in yellow

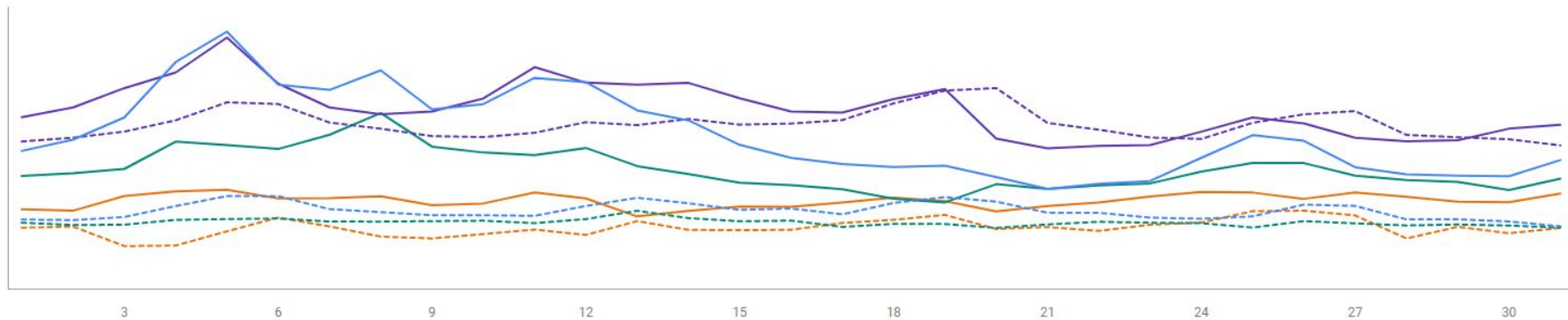
URL Types March 2023 vs. March 2022

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
March 2023 (all URLs containing /profile)	59132	59.60%	1.28	71.02
March 2022 (all URLs containing /profile)	59342	58.80%	1.3	72.48
March 2023 (all URLs containing /event/)	19499	62.33%	1.24	57.29
March 2023 (all URLs containing /event/)	10428	59.02%	1.7	84.06
March 2023 (all URLs containing /communities)	36758	60.93%	1.86	115.77
March 2022 (all URLs containing /communities)	22992	59.61%	1.94	129.87
March 2023 (all URLs containing /article/)	25412	38.42%	1.62	129.59
March 2022 (all URLs containing /article/)	29317	37.00%	1.6	134.96
March 2023 (all URLs containing /list/)	16267	40.26%	1.66	130.5
March 2022 (all URLs containing /list/)	16745	40.21%	1.8	138.1
March 2023 (all URLs containing /things-to-do/)	10667	63.97%	1.72	103.13
March 2022 (all URLs containing /things-to-do/)	10155	59.11%	1.81	120.54
March 2023 (all URLs containing /eat-drink)	3302	54.63%	2.27	147.34
March 2022 (all URLs containing /eat-drink)	3316	53.86%	2.21	150.36
March 2023 (all URLs containing /places-to-stay)	1869	44.30%	2.87	197.25
March 2022 (all URLs containing /places-to-stay)	1370	40.73%	2.86	194.64
March 2022 performance in yellow				

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

Google Search Console Comparison vs. March 2022

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input checked="" type="checkbox"/> Average CTR	<input checked="" type="checkbox"/> Average position
306K 3/1/23 - 3/31/23	11.9M 3/1/23 - 3/31/23	2.6% 3/1/23 - 3/31/23	12.3 3/1/23 - 3/31/23
155K 3/1/22 - 3/31/22	10.9M 3/1/22 - 3/31/22	1.4% 3/1/22 - 3/31/22	14 3/1/22 - 3/31/22



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

Top queries	Clicks 3/1/23 - 3/31/23	Clicks 3/1/22 - 3/31/22	↓ Clicks Difference	Impressions 3/1/23 - 3/31/23	Impressions 3/1/22 - 3/31/22	Impressions Difference
red tide clearwater beach	10,651	24	10,627	47,582	134	47,448
clearwater beach	9,147	1,518	7,629	198,877	215,486	-16,609
red tide st pete beach	6,123	47	6,076	16,148	137	16,011
clearwater beach red tide	4,975	0	4,975	17,251	0	17,251
red tide clearwater	2,820	19	2,801	11,987	156	11,831
st pete beach red tide	2,303	0	2,303	5,310	0	5,310
red tide st pete	2,292	36	2,256	5,379	105	5,274
clearwater red tide	2,203	0	2,203	7,409	0	7,409
madeira beach red tide	1,901	0	1,901	4,224	0	4,224
clearwater florida	2,880	998	1,882	125,167	153,675	-28,508

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

Top queries	Clicks 3/1/23 - 3/31/23	Clicks 3/1/22 - 3/31/22	↑ Clicks Difference	Impressions 3/1/23 - 3/31/23	Impressions 3/1/22 - 3/31/22	Impressions Difference
treasure island beach	276	742	-466	10,057	13,768	-3,711
fort desoto beach	171	588	-417	4,902	5,940	-1,038
clearwater beach cam	65	346	-281	3,184	2,439	745
sand key park	187	454	-267	5,895	7,092	-1,197
st petersburg	490	748	-258	78,769	105,838	-27,069
st pete florida	110	368	-258	8,848	10,753	-1,905
first friday st pete	59	298	-239	1,332	1,881	-549
clearwater beach live cam	123	349	-226	2,861	2,322	539
pass a grille beach	110	336	-226	9,036	9,707	-671
things to do in st pete today	22	228	-206	581	969	-388

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

Top pages	Clicks 3/1/23 - 3/31/23	Clicks 3/1/22 - 3/31/22	↓ Clicks Difference	Impressions 3/1/23 - 3/31/23	Impressions 3/1/22 - 3/31/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	130,702	3,212	127,490	734,949	69,110	665,839
https://www.visitstpeteclearwater.com/communities/clearwater-beach	11,583	2,859	8,724	400,686	544,721	-144,035
https://www.visitstpeteclearwater.com/info/red-tide-faqs	7,336	0	7,336	380,858	0	380,858
https://www.visitstpeteclearwater.com/communities/clearwater	5,726	138	5,588	381,433	9,794	371,639
https://www.visitstpeteclearwater.com/events-festivals	11,770	7,625	4,145	208,476	149,701	58,775
https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496	2,968	78	2,890	284,054	11,375	272,679
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	7,379	6,346	1,033	67,999	62,346	5,653
https://www.visitstpeteclearwater.com/event/pga-valspar-championship-2023/2166	834	0	834	228,138	0	228,138
https://www.visitstpeteclearwater.com/event/tall-shipsr-st-pete-festival/48736	725	0	725	35,886	0	35,886
https://www.visitstpeteclearwater.com/event/rays-spring-training-schedule/48796	643	0	643	64,019	0	64,019

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

Top pages	Clicks 3/1/23 - 3/31/23	Clicks 3/1/22 - 3/31/22	↑ Clicks Difference	Impressions 3/1/23 - 3/31/23	Impressions 3/1/22 - 3/31/22	Impressions Difference
https://www.visitstpeteclearwater.com/	4,378	6,861	-2,483	715,906	1,174,616	-458,710
https://www.visitstpeteclearwater.com/event/events-this-month	0	2,451	-2,451	0	52,514	-52,514
https://www.visitstpeteclearwater.com/article/beach-parking	1,491	2,776	-1,285	290,184	75,395	214,789
https://www.visitstpeteclearwater.com/things-to-do/attractions	1,561	2,771	-1,210	98,409	132,274	-33,865
https://www.visitstpeteclearwater.com/article/fort-de-soto-park	2,168	3,281	-1,113	116,895	136,492	-19,597
https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete	0	1,057	-1,057	0	23,402	-23,402
https://www.visitstpeteclearwater.com/communities/treasure-island	1,575	2,495	-920	146,011	153,023	-7,012
https://www.visitstpeteclearwater.com/article/ride-beach-trolley	2,426	3,314	-888	38,306	39,333	-1,027
https://www.visitstpeteclearwater.com/event/spring-events-festivals	666	1,537	-871	8,454	16,131	-7,677
https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants	1,963	2,746	-783	159,605	172,999	-13,394

Content Updates & Email Performance



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March Content Updates

New or Rewritten Content

- Green and Sustainable Hotels
- Sand Key Park
- Sirata Beach Resort
- Captain Memo's Pirate Cruise
- The Don CeSar
- Pirate Ship at John's Pass
- Ruth Eckerd Hall
- Citrus Park Town Center Mall

Updated Landing Pages

- Homepage
- Events and Festivals
- Spring Events and Festivals
- St. Pete Pier District
- Accessible Parks in St. Pete/Clearwater

(continued on next page)

Green and Sustainable Hotels in St. Pete/Clearwater



Bright blue skies, stunning beaches, swaying palm trees, pristine waterways - Mother Nature is the star of the show here in St. Pete/Clearwater. Visitors who want to help protect these gorgeous surroundings can stay in environmentally friendly hotels and join in their efforts to be good stewards of this beautiful area.

What Makes a Hotel "Green" or Sustainable?

Sustainable features of green hotels can include energy-efficient lighting, water-conserving plumbing, recycling containers placed for guest use, and programs allowing guests to forego daily laundering of towels and linens - but most properties go much further.

Several programs rate how successful hotels are at reducing their footprint, including the Florida Department of Environmental Protection's Green Lodging Program, the Tripadvisor GreenLeaders Program and U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED). This article focuses on hotels and resorts in St. Pete/Clearwater that are part of the Green Lodging Program.

March Content Updates

(continued from previous page)

Updated Articles

- Current Beach Updates & Conditions
- Discover the Dali Museum
- A Day at Clearwater Marine Aquarium
- Guide to Accessible Beaches
- Accessible Parks in St.Pete, Gulfport, and Tierra Verde
- Landmark Restaurants

Updated Profiles

- Imagine Museum
- Museum of Fine Arts

Updated Miscellaneous Pages

- Accessibility Statement

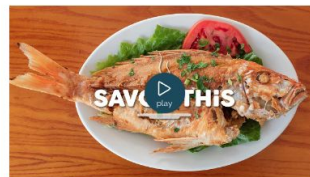
Landmark Restaurants in St. Pete/Clearwater

Savor the area's best-loved culinary
landmarks – they've been delighting diners
for decades.



It is the heart of downtown
delicious Mexican fare and
casual atmosphere make Casa Tina a
true dining destination.

Mykonos, Tarpon Springs

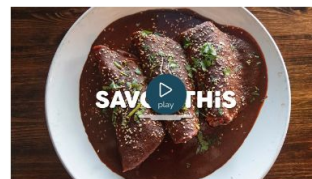


Andreas Salivas moved to the U.S. from Greece more than 60 years ago, running several other restaurants in Tarpon Springs before "coming home" to his roots at **Mykonos**. Although he passed away several years ago, his beloved culinary landmark within sight of the Tarpon Springs **Sponge Docks** lives on. Enjoy traditional Greek cuisine and a truly family-friendly atmosphere (meaning you're treated like family).

Established: 1959
Don't Miss Menu Highlights: Start with the saganaki (flaming cheese) appetizer and move on to moussaka or lamb shank. Save room for dessert (creamy custard Galaktoboureko, anyone?).

– Explore Mykonos

Casa Tina, Dunedin



Casa Tina isn't a chow-down-and-run kind of place. It's a place to slow down, relax and savor the authentic Mexican dishes that owners Javier and Tina Avela have been offering lucky Dunedin diners for nearly 30 years. Long-time staff – sometimes including Tina – wait on tables, providing insights into the delicious items on offer. Expect an eclectic, colorful environment with Day of the Dead decor.

Established: 1992
Can't Miss Menu Highlight: Try Chiles en Nogada, a specialty of the house: poblano peppers filled with picadillo and topped with pomegranate seeds and a brandy walnut cream sauce.

– Explore Casa Tina

VSPC March 2023 Enews Performance

Email Subject Line: Capture the Sunshine in St.Pete/Clearwater!

Featured Partner: TradeWinds Island Resorts

Sponsored Content: Innisbrook Resort

Send Date	3/21/23
Total Delivered	199,838
Sessions	4,377
Bounce Rate	36.0%
Total Unique Clicks	3,536
Total CTR	1.77%
Featured Clicks	328
Sponsored Clicks	269
Opt Outs	315



BEACHES

OUTDOORS

ARTS

Escape to the Sunny Tropics



See Brilliant Blooms and Flashy Flamingos

Dreaming of a subtropical oasis bursting with flowers in fantastical shapes and every color in the rainbow? Just such an amazing spot awaits at St. Pete's **Sunken Gardens**, complete with flamingos, cactuses and macaws. In Largo, discover 25 wonderfully varied gardens at the **Florida Botanical Gardens**.

ESCAPE NOW

FEATURED PARTNER

TradeWinds Island Resorts



An Island of Sunshine and Savings

Just Let Go on St. Pete's award-winning shore with plenty of sunshine and instant savings. Enjoy more FUN than ever before with more pools, more activities and more reasons to stay and play!

WAYS TO SAVE




Warm Up to Win – For the Next 5 Years!

Who wouldn't want to win a free getaway to St. Pete/Clearwater? And why settle for one getaway when you can win five of them? One lucky person will win a vacation to St. Pete/Clearwater every year for five years. But you'd better hurry – you need to **enter by March 31!**

SPONSORED CONTENT

Innisbrook Resort



Play Where the Pros Play

Enter to win a tournament-style hospitality package to stay and play where the pros play! Innisbrook Resort is giving away a 3-day stay, roundtrip domestic airfare for two and special access to the 2024 PGA TOUR's Valspar Championship. Enter by **March 24, 2023!**

ENTER NOW



These Landmarks Are Beloved and Delicious

In the midst of St. Pete/Clearwater's exciting and ever-changing dining scene, these **landmark restaurants** have stood the test of time. Check out these longtime favorites and discover their perfect combination of convenient location, great food and welcoming ambiance.

JUST TASTE IT

CAN'T-MISS EVENTS

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



April 7 - 23, 2023

Pier 60 Sugar Sand Festival

Be wowed by amazing sand creations, take a sand-sculpting class and enjoy live music on Clearwater Beach.



Through May 14, 2023

"The Stories They Tell: Indigenous Art & Photography"

Visit the James Museum to discover fascinating connections between indigenous art and historic photos.



May 6, 2023

Derby at the St. Pete Pier

Grab your most fabulous hat and celebrate the Kentucky Derby with live music, Derby-themed food – and, of course, mint juleps.



Every Tuesday

Gulfport Tuesday Fresh Market

Find local produce, herbs, bread, teas, honey and crafts from 70-plus vendors, plus live music, all set in this funky town's Waterfront District.



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ActOn Database Sign-Ups

March Growth

- Total ActOn List Growth*: 2,957
- Webform Sign-Ups: 338

*Includes email sign-ups and unsubscribes

Video Performance



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VSPC Facebook Video Performance in March

Data pulled as of 4/6/23

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics	Performance Highlights
E-Scapes: Brooker Creek Reserve	3/13/23	1,329	1,613	65	1:40	0:05	92 Reactions 13 Shares 6 Comments	Most Viewed Video AND Most Engaged with Video
SPC Events - Day at Tropicana Field	3/7/23	1,148	1,324	43	1:00	0:04	52 Reactions 14 Shares 8 Comments	
Outdoor Immersion: John Chestnut Sr. Park	3/7/23	1,015	1,169	38	1:00	0:04	64 Reactions 17 Shares 3 Comments	
Outdoor Immersion: Boyd Hill Nature Preserve	3/2/23	1,039	1,193	33	1:05	0:04	67 Reactions 5 Shares 0 Comments	

VSPC Instagram Video Performance in March

Data pulled as of 4/3/23

Video Titles	Date Published	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Engagement Metrics	Performance Highlights
Outdoor Immersion: John Chesnut Park <i>(version with text)</i>	02/21/2023	7,561	194	0:59	266 likes 7 comments	
Can't Miss: Spring Training	02/23/2023	3,011	81	0:53	75 likes 4 comments	
Outdoor Immersion: Boyd Hill <i>(version with text)</i>	03/02/2023	5,848	195	1:05	237 likes 5 comments	

VSPC Instagram Video Performance in March

Data pulled as of 4/3/23

Video Titles	Date Published	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Engagement Metrics	Performance Highlights
SPC Events: Blue Jays Spring Training	03/09/2023	3,405	148	1:08	105 likes 2 comments	
E-Scapes: Brooker Creek Preserve	03/13/2023	16,800	884	1:39	890 likes 20 comments	Most Viewed Video AND Most Engaged with Video
E-Scapes: Boyd Hill Nature Preserve	03/16/2023	9,845	615	1:39	464 likes 6 comments	

VSPC YouTube Video Performance in March

**Data pulled as of 4/5/23*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics	Performance Highlights
Outdoor Immersion: Boyd Hill	3/02/2023	100	171	5	1:11	0:41	8 Likes 0 Shares	Most Viewed Video AND Most Engaged with Video
Outdoor Immersion: John Chestnut Sr. Park*	2/21/23	94	129	3	1:06	0:33	5 Likes 1 Share	

**Note: this video was the only video posted in Feb. so we held off analysis until this month where we had another video to compare it against.*

VSPC YouTube: Top 5 Performing Videos Overall

March 1-31, 2023

Visit St. Pete/Clearwater Channel Teaser	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	52,367	00:00:32	00:00:28	418:13:21	89.85%	13	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
	51,896	00:22:34	00:08:00	6930:21:17	35.51%	12	3
Savor This: Alésia	Views ▾	Video Length	Average Watch Time	Total Watch Time	Average View Percentage	Video Likes Added	Video Shares
	51,702	00:01:05	00:00:55	791:17:00	84.76%	9	1
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
	51,562	00:11:26	00:06:07	5264:39:09	53.58%	29	9
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
	51,333	00:06:37	00:04:04	3485:18:39	61.57%	23	5

March Video Analysis

Learnings

- **E-Scapes Brooker Creek** outperformed all other Miles-produced videos on Facebook AND Instagram
 - This aligns with what we've seen with similar videos in the past. **ASMR-style content performs well on IG Reels and Facebook.**
 - We could try posting these on YouTube to see their performance on that platform
 - Could also be worth it to go through the footage shot for the E-Scapes series and create more of these ASMR shorts for IG and FB. We can even experiment with video length, adding in-app text into the IG reels versions, and do some A, B testing to see if we can boost their performance further.
- The E-Scapes series has not had as strong performance on YouTube
 - Would recommend **changing the titles to better align with what works on the platform** for SEO purposes.
 - Examples of common title formats for these types of videos: Relaxing Park Walk with Ambient Nature Sounds ; Virtual Walk on the Beach with Ambient Nature Sounds

Overall, the format changes we have started to implement for IG and FB are showing promising results, we will continue to tweak and adjust with new edits – prioritizing shorter content with no “burnt-in” text and few if any graphical treatments. On YouTube, we will continue to supplement content with ongoing content (events, food, outdoors etc.) while we gear up to create new content forms that focus on authentic talent, informational videos and larger entertainment-focused projects. Lots of exciting things are in the works!

Takeaways



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Takeaways/Next Steps

The digital team is in the process of reviewing the Spring and Summer Media plans, which will be completed this month for programs that will commence in May. The channels, media partners and media mix has been reviewed, and is now out for RFP from vendors and final budgeting.

The moderate slip in Average Time on Site over the past 6 months is extremely difficult to pin down to one or even a few specific causes given the big increases in traffic, new creative, channel mix changes, economic factors, demand factors and much more. Regardless, it's important to try to develop solutions despite these challenges. There are however analytics that can be used to evaluate User Experience and User Interactions with the content and components on the website, so as an initiative next month the team will conduct a review for top landing pages to analyze user journeys through the site's content, scroll depths, and other factors to identify potential solutions to help move site visitors through the site's content and promote longer site visits.

VSPC is currently one of only a few destination marketing organizations to take advantage of sophisticated first-party data technologies that enable building custom target audiences for advertising (Adara Consortium). With promising initial results from custom audiences that have been created, the digital team has added new custom audiences to target and is also benchmarking performance against other data sources to assure that this investment is driving superior results.

SEO performance has been very strong for the website, with close to double the top performing keywords (positions One to Three) compared to two years ago. The SEO and digital teams have been hyper-focused on continuing the momentum, and are currently making strong progress on site health and other technical aspects of SEO to help foster continued SEO gains.



MONTHLY SOCIAL MEDIA REPORT

March 2023



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Facebook



471,411 ▼
Engagement



6,243,515 ▼
Total Impressions



99,962 ▼
Post Link Clicks



1.1M ▼
Video Views



9,935 ▼
Shares



322,859 ▲
Total Page Likes

Top Post



"Add this event to your bucket list!
The #1 sand sculpting festival in



Likes
26.8K



Shares
4,154



Comments
4,710



Post Link Clicks
5,080

Facebook Ad totals

\$15,670.21
Spend

202,486 ▼
Clicks

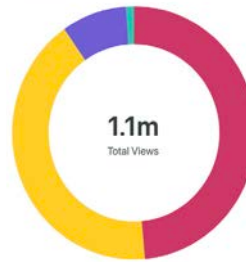
\$3.84 ▲
Cost per 1K

4,080,096 ▼
Impressions

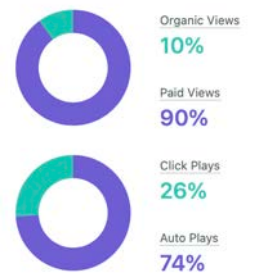
4.96% ▲
Click through rate

\$0.08 ▲
Cost per click

View Metrics



Viewing Breakdown



Instagram



80.2K
Followers



562 ▼
New Followers



31
Posts



21,070 ▼
Engagement

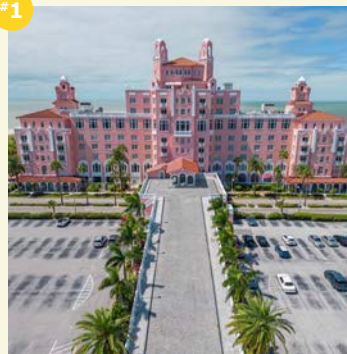
4.2% ▲
Engagement Rate



498,741 ▼
Impressions

Top Posts

#1



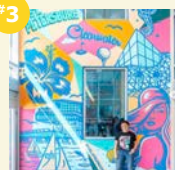
2,637
43
NA

#2



1,597
35
NA

#3



1,177
35
NA

1,155 ▼
Saves
17% ▼



24 ▲
Stories sent
60% ▲



29,964 ▲
Story Impressions
20% ▲

1,242 ▼
Avg. Reach per Story
28% ▼

16 ▲
Reels Published



#LetsShineSPC

Monthly Social Media Report – March 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change

MONTHLY SOCIAL MEDIA REPORT

March 2023



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Twitter



107,681 ▲
Followers



119 ▲
New Followers



13,514 ▼
Engagement



354,129 ▼
Total Impressions



3.2 ▼
Tweets per day



890 ▲
Post Link Clicks



927 ▲
Re-tweets earned



6,259 ▼
Favorites earned

Top tweet



Last one in is a rotten egg.
#FortDeSotoPark #Florida

6
Comments

26
Retweets

203
Likes



YouTube



23,092 ▲
Subscribers



147 ▲
New Subscribers



331,154 ▲
Views



1,318,104 ▲
Minutes Watched



305 ▲
Shares



197 ▼
Likes

Top video



Youtube Teaser Video

Total Views 259K



TikTok



23.9K ▲
Followers



--- ▲
New Followers



17.1K ▼
Video Views



319 ▼
Likes



13 ▼
Comments



130 ▼
Shares

Top video



Madison Ave Pizza Video



#LetsShineSPC

Monthly Social Media Report – March 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change

A woman with wet hair and sunglasses is lying on a surfboard, looking out at the ocean during a sunset. The sky is a mix of orange, yellow, and blue, and the water is calm.

Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights

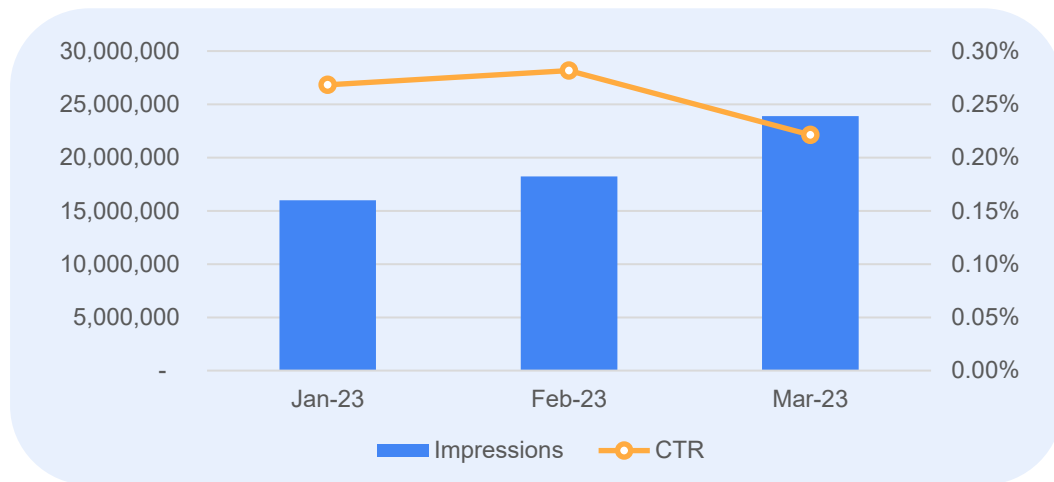
March 2023



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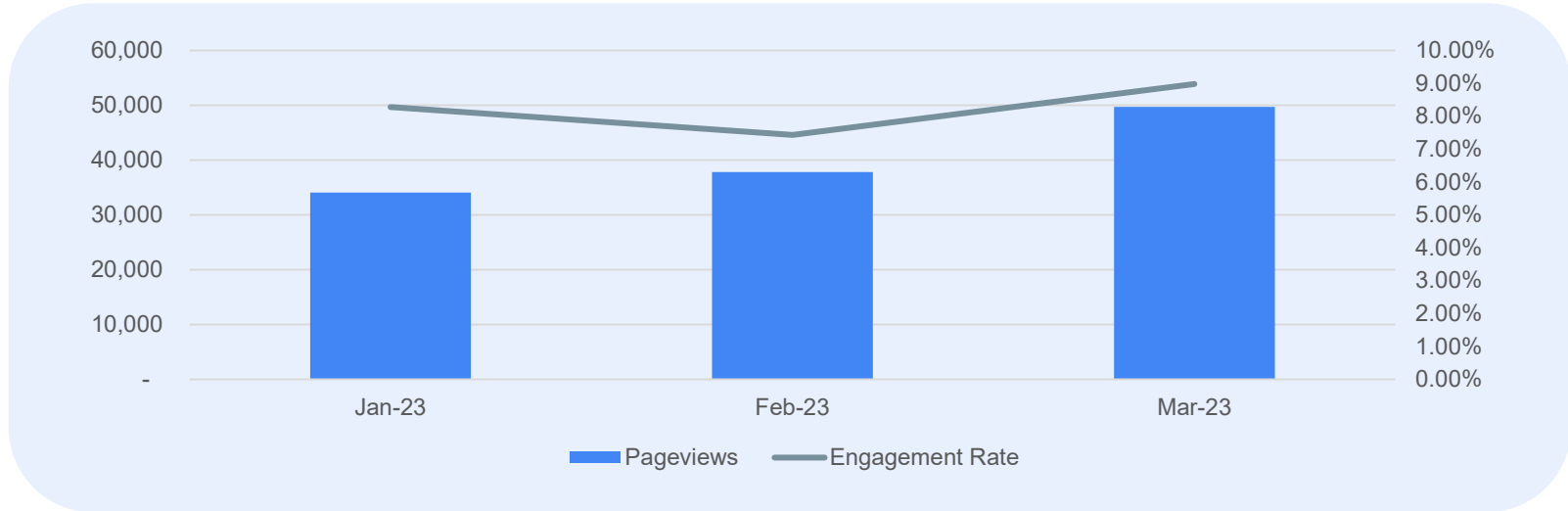
March Media Activity



- Impressions out paced the click volume leading to a small downtick in CTR; however, impressions and click volume were both up significantly MoM
- No surprise with prospecting volume increasing that CTR decreased slightly

			March				
Campaign	Format	Partner	2/27	3/6	3/13	3/20	3/27
Always On	Display, Native, Pre-Roll	Ad+Genuity					
Always On	Teads 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	Native & Video	Expedia					
Winter	Weather Triggered Display	Ad+Genuity					
Winter	Bottom Adhesion	Undertone					
Winter	Look Book, Press & Hold	PadSquad					
Winter	Native	Axios					
Always On	Social	Facebook/Instagram					
Winter	Social	Pinterest					
Winter	Social	TikTok					
Always On	SEM	Google					
Always On	Video	YouTube					

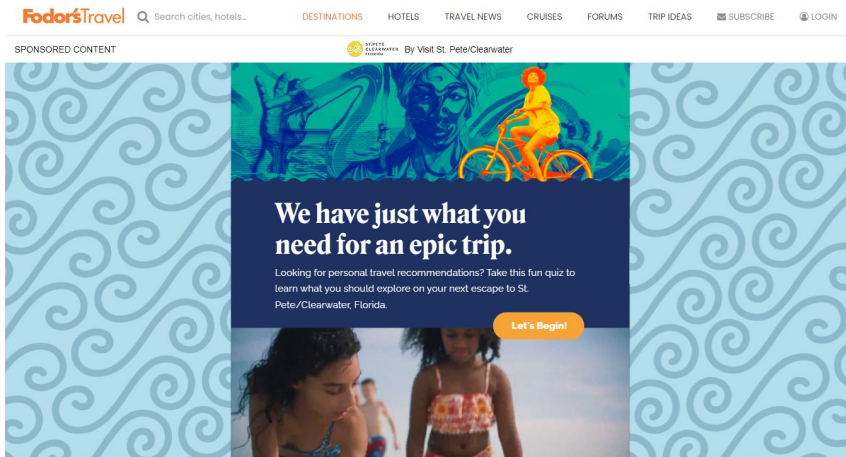
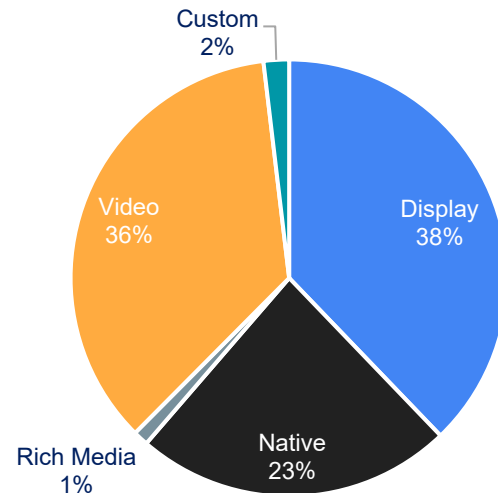
March Media Activity



- Pageviews and Engagements are up a significant amount due to prospecting efforts
- Engagement Rate is very strong and the highest we have seen YTD

Media Highlight

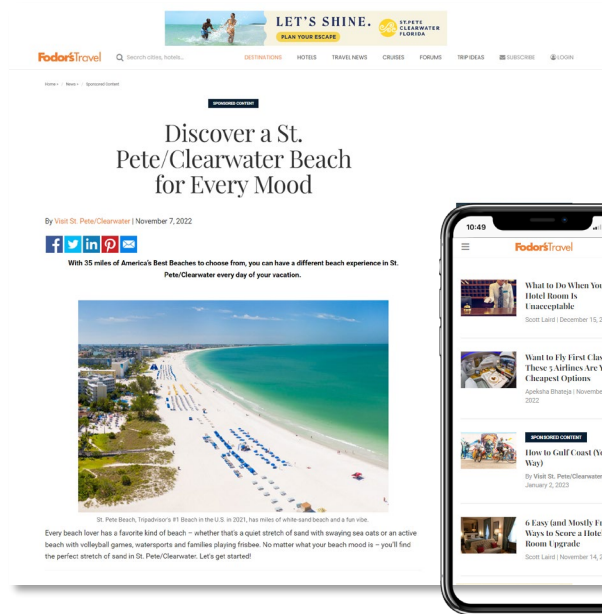
- Sojern drove the overall best performance with the second highest pageviews, high engagement rate, and lowest cost/engagement
 - 15,015 PV / 10.32% ER / \$11.09 C/Engagement



Native Native Canvas Quiz
Unit activated this on 2/23
where people can choose
their VSPC trip

Nativo Summary

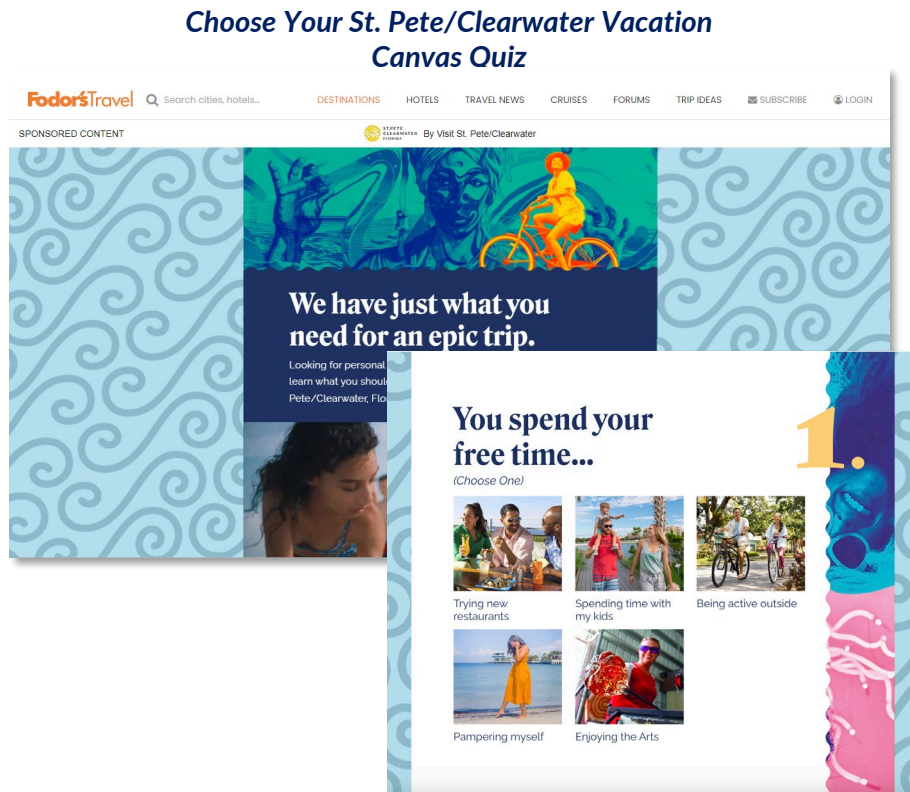
- Native Article:
 - CTR 0.30%
 - Avg Time Spent: 30s
 - CTA Rate: 2.5%
- Native Story:
 - CTR 0.25%
 - Avg. Time Spent: 9s
 - CTA Rate: 3.00%



Creative	Impressions	Clicks	CTR	Page Views	Time on Content	Avg. Time on Content	CTA Clicks	CTA Rate
Beach for Every Mood	1,300,056	4,793	0.37%	6,047	543,939	90	323	5.34%
Let's Shine Refresh - The Ultimate LGBTQ Itinerary	1,612,876	7,281	0.45%	8,527	557,165	65	318	3.73%
Your Ultimate Family Itinerary for St. Pete/Clearwater	777,476	2,926	0.38%	3,196	145,835	46	141	4.41%
An Intro to Museum-Hopping in St. Pete/Clearwater	762,194	2,907	0.38%	3,199	165,119	52	91	2.84%
Totals:	4,452,602	17,907	0.40%	20,969	1,412,058	67	873	4.16%

Nativo – Canvas Quiz

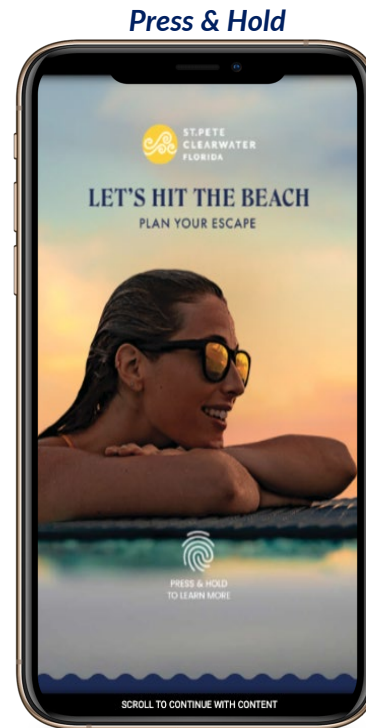
- This is the first full month the Canvas Quiz tactic was live and we are seeing great performance already
- Great opportunity to interact with consumers to have a light way to introduce all the fun things to do in VSPC, and have it customized to the consumer
- Awesome performance to start off the campaign; over 18K pageviews and a high CTR



Placement	Impressions	CTR	Pageviews	Avg. Time on Content	CTA Clicks	CTA Rate
Fly	2,689,014	0.47%	14,065	37 seconds	465	3.31%
Drive	928,275	0.39%	4,260	42 seconds	89	2.09%

PadSquad Check-In

- Overall, March performance is up for our primary metrics - Engagement Rate and Exposure Time
- Press & Hold unit has been a top performer, with a 8.63% Engagement Rate, about 2X the 4-5% benchmark range
- Scroller Gallery has also performed well, with a 5.41% Engagement rate, at the top end of the 2-4% benchmark



Placement Name	Impressions	Clicks	CTR	Unit Views	Engagements	Engagement Rate	Exposure Time	Video Completes	Completion Rate
Press & Hold Duo	2,137,412	7,017	0.33%	301,145	25,984	8.63%	28.49	3,905	19.99%
Scroller Gallery	2,240,480	4,734	0.21%	355,372	19,210	5.41%	25.55	-	-
GRAND TOTAL:	4,377,892	11,751	0.27%	656,517	45,194	6.88%	27.02	3,905	19.99%

March MoM SEM Highlights

- 1,196,373 search impressions and 138,454 clicks from \$60k spend
- 271,115 views on YouTube for \$0.035 CPV with a 70% VTR
- In Feed Ads had 39,845 clicks to view for an \$.08 CPC
- Search generated 84,962 conversions – increased 6% MoM
- Conversion Rate was down 6% MoM
- CPC - \$0.43 – decreased 9%
 - Travel Industry Benchmark \$1.53
- CTR – 11.57%- increased 23%
 - Travel Industry Benchmark 4.7%
- Bounce rate was down 3%
- 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.

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

YouTube

Visit St. Pete Clearwater
visitstpeteclearwater.com

Learn More

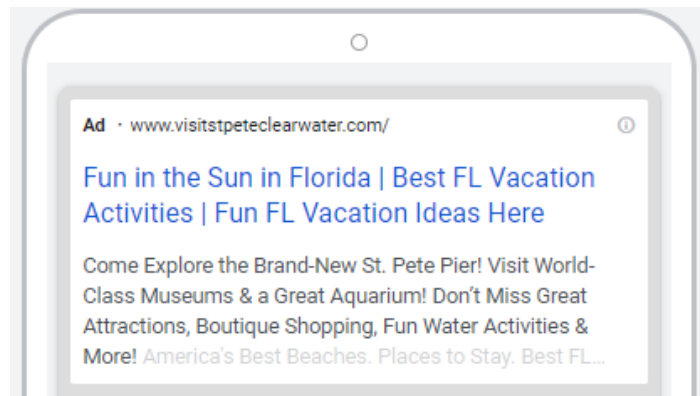
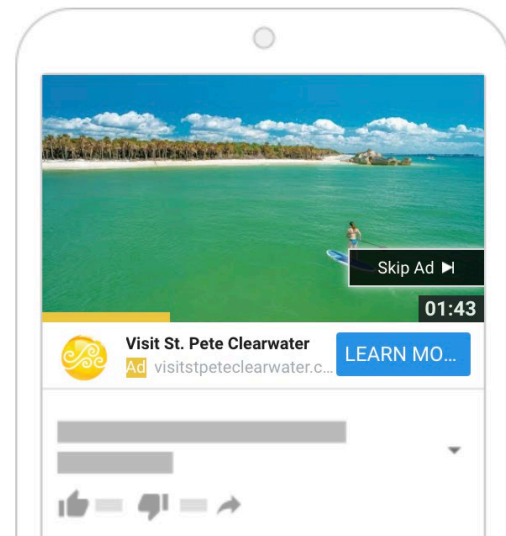
Skip Ad ▶

01:43

March YoY SEM Highlights

- Clicks were up 61%
- Conversions increased 40% (84,962 vs 60,505)
- Conversion rate decreased 11%
- CPC decreased 25% (\$0.43 vs. \$0.58)

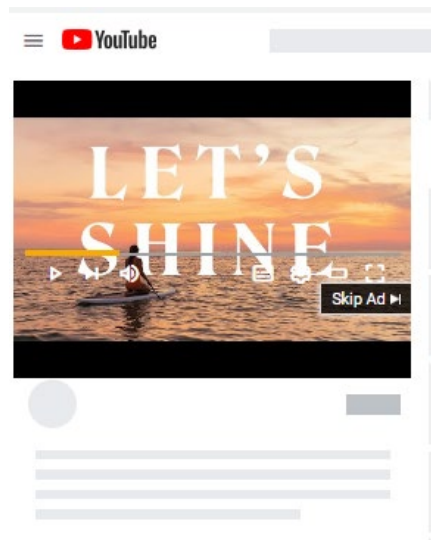
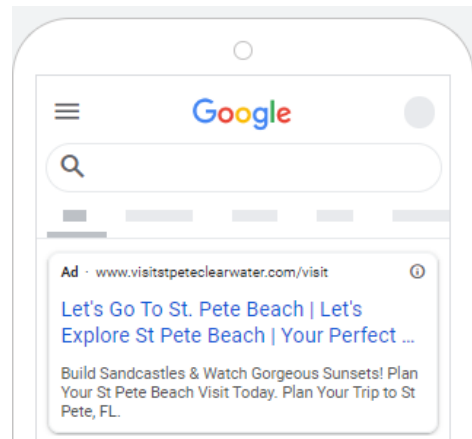
Conversion Goal	# of Conversions
Deal Views	266
Time on Site < 1:30	27,797
Travel Deals Discount Page Views	6,642
Total Partner Referrals	14,068
Events View	17,854
Pages Per Session >2	18,116
Destination Guide Order	177
Newsletter Signup	42



March Performance Max Results

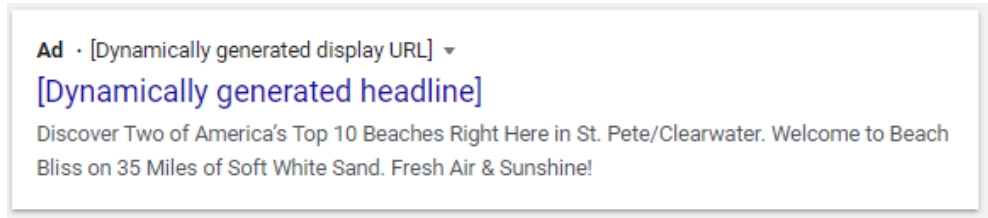
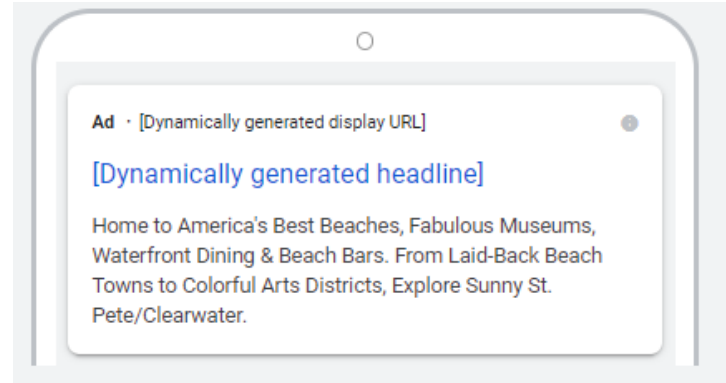
- In March, the prospecting campaign generated 47,765 clicks at a CPC of \$0.25 and a CTR of 13.89%
- The retargeting campaign generated 15,592 clicks at a CPC of \$0.25 and a CTR of 14.95%
- The prospecting campaign had 35,998 conversions and a conversion rate of 67%
- The remarketing campaign had 9,831 conversions and a conversion rate of 56%
- Bounce Rate was 55% and page per session were 1.62
- Prospecting was the top performing campaign overall for clicks, CPC, users, sessions, and conversions in March.

Conversion Goal	# of Conversions
Deal Views	37
Time on Site < 1:30	13,662
Travel Deals Discount Page Views	78
Total Partner Referrals	8,693
Events View	14,928
Pages Per Session >2	8,319
Destination Guide Order	104
Newsletter Signup	8



March SEM DSA Highlights

- 113,588 impressions and 15,507 clicks
- CTR – 13.65%
- CPC - \$0.58
- Generated 6,263 conversions
- Communities generated the most conversions (2,587) followed by Things To Do (1,367)



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.

Beach for Every Mood

Native Article



The World's 10 Best Cities For Shopping

Bookmark this list of the world's 10 best cities for shopping and detail out a step-by-step guide on how to maximize your time in the shops.



20 Amazing Gifts for Anyone on Your List

Here's 20 gifts perfect for anyone and everyone on your list.



Discover a St. Pete/Clearwater Beach for Every Mood

You can have a different beach experience in St. Pete/Clearwater every day of your vacation.

By Visit St. Pete/Clearwater | November 7, 2022



13 High Heels That You Can Actually Wear Traveling

Heels that keep you secure as you explore do exist.

Quil Siegel | September 17, 2021



Home > News > Sponsored Content

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Discover a St. Pete/Clearwater Beach for Every Mood

By Visit St. Pete/Clearwater | November 7, 2022

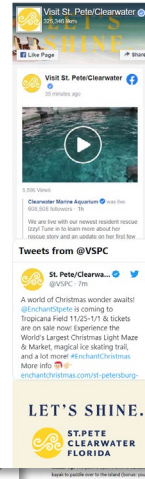


With 35 miles of America's Best Beaches to choose from, you can have a different beach experience in St. Pete/Clearwater every day of your vacation.



St. Pete Beach, TripAdvisor's #1 Beach in the U.S. in 2021, has miles of white-sand beach and a fun vibe. Every beach lover has a favorite kind of beach – whether that's a quiet stretch of sand with swaying sea oats or an active beach with volleyball games, watersports and families playing frisbee. No matter what your beach mood is – you'll find the perfect stretch of sand in St. Pete/Clearwater. Let's get started!

Beach full of people. Just be sure to park up and head out after the sun comes below the horizon.



LET'S SHINE.

ST. PETE
CLEARWATER
FLORIDA

Beach full of people. Just be sure to park up and head out after the sun comes below the horizon.



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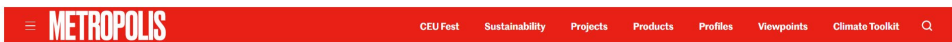
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Let's Shine Refresh - The Ultimate St. Pete/Clearwater 3-Day Itinerary for LGBTQ Travelers

Native Article



Products

Six Lighting Fixtures Illuminate a New Application for Craft

With a dedication to the handmade, these contemporary lighting designs uphold tradition, while flirting with the future.



Profiles

At One Small Design Firm, Sharing is the Best Business Tool

The design studio Grain leverages its involvement in collectives to share resources and help it succeed as an ethical, sustainable company.



Sponsored Content

Queer Paradise: 3 Days in St. Pete/Clearwater

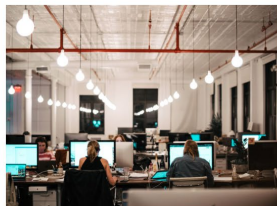
This laid-back Florida destination is perfect for a three-day getaway to soak in sun, sip cocktails and celebrate LGBTQ Pride.



Products

14 Products Bring Digital Inspiration into the Physical Realm

With trade shows back in person, product debuts are getting back to the internet of things.



Viewpoints

Five Models of Work and Home

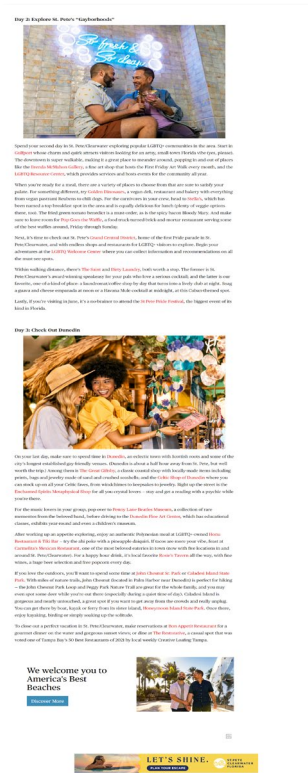
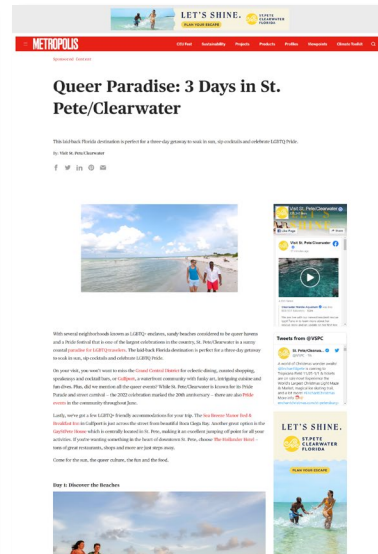
In the first part of "Work from Home Changes Bot..."



Viewpoints

Remixing Work and Home: How to Think About Hybridity

In the second part of "Work from Home Changes Bot..."



Your Ultimate Family Itinerary for St. Pete/Clearwater

Native Article

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A combo that's delicious and nutritious.



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3 Perfect Days With the Fam in St. Pete/Clearwater

By Visit St. Pete/Clearwater – A long weekend getaway to St. Pete/Clearwater is a must now, or any time of year.



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Your heart will thank you!



Everything You Should Know About Grapefruit's Cousin — the Pomelo

They're big, green, flavor and nutrient machines.

First for women

LET'S SHINE. ST. PETE/CLEARWATER SUMMER

3 Perfect Days With the Fam in St. Pete/Clearwater

By Visit St. Pete/Clearwater

There's no reason to leave home when you can enjoy the best of both worlds in St. Pete/Clearwater. Whether you're looking for a beach day, a day of adventure, or a day of relaxation, St. Pete/Clearwater has it all. Here are three perfect days to spend with the family in St. Pete/Clearwater.

Day 1: Beach Day – Start your day at the beach. Enjoy the sun, sand, and surf. Then, head to the beach for a picnic. Enjoy the view and the fresh air. Then, head to the beach for a picnic. Enjoy the view and the fresh air.

Day 2: Adventure Day – Start your day at the beach. Enjoy the sun, sand, and surf. Then, head to the beach for a picnic. Enjoy the view and the fresh air. Then, head to the beach for a picnic. Enjoy the view and the fresh air.

Day 3: Relaxation Day – Start your day at the beach. Enjoy the sun, sand, and surf. Then, head to the beach for a picnic. Enjoy the view and the fresh air. Then, head to the beach for a picnic. Enjoy the view and the fresh air.

First for women

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An Intro to Museum-Hopping in St. Pete/Clearwater

Native Article



Products

15 Design Products for Better Indoor Air Quality

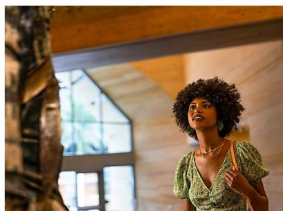
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The Ultimate Museum-Hopping Guide for Tampa Bay

Here's a taste of what St. Pete/Clearwater has to offer art enthusiasts.



Products

Six Lighting Fixtures Illuminate a New Application for Craft

With a dedication to the handmade, these contemporary lighting designs uphold tradition while flirting with the future.



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Viewpoints

What Does The Future Of The Firm Library Look Like?

The design industry's next generation shares solutions for optimizing this A&D office staple amid physical and digital shifts.



The Ultimate Museum-Hopping Guide for Tampa Bay

By Sarah and Alex Bennett

Facebook Twitter LinkedIn



St. Pete/Clearwater has a lot to offer art enthusiasts. Here's a taste of what St. Pete/Clearwater has to offer art enthusiasts.

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Check out the Museum of Art and Design and the Clearwater Museum of Art.



The Museum of Art and Design is a must-visit for art enthusiasts. Here's a taste of what St. Pete/Clearwater has to offer art enthusiasts.



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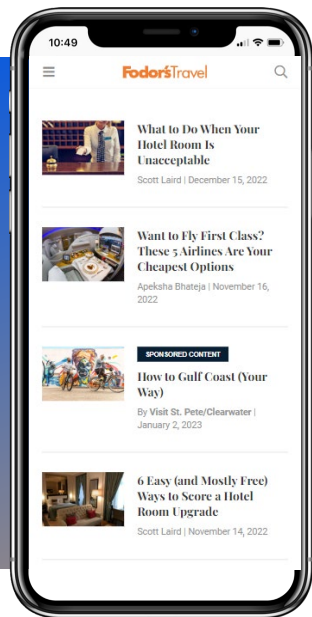


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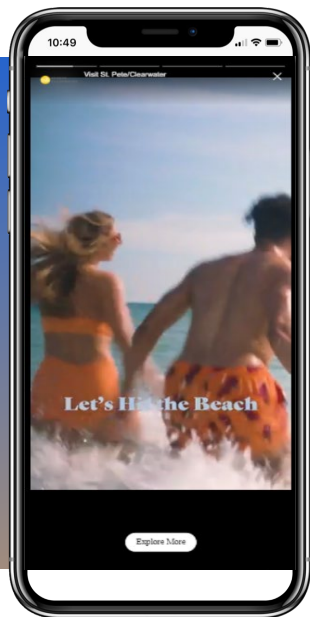


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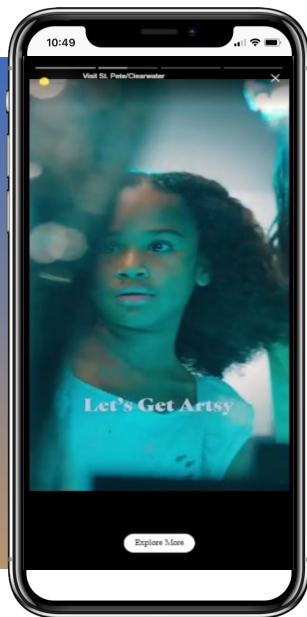
Native Stories 1 - Let's Shine



Native Ad Unit

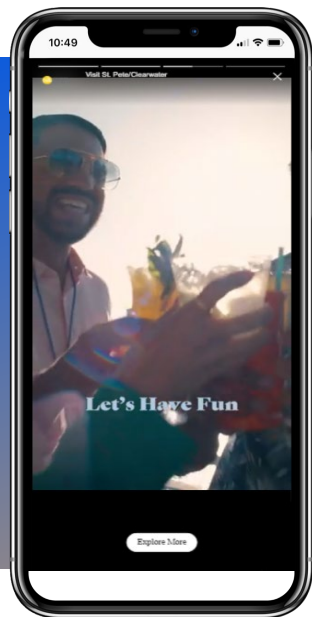


Frame 1

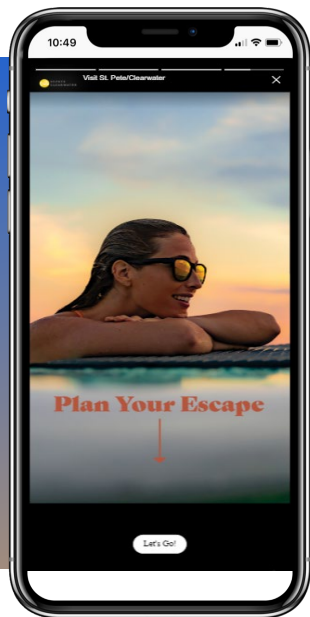


Frame 2

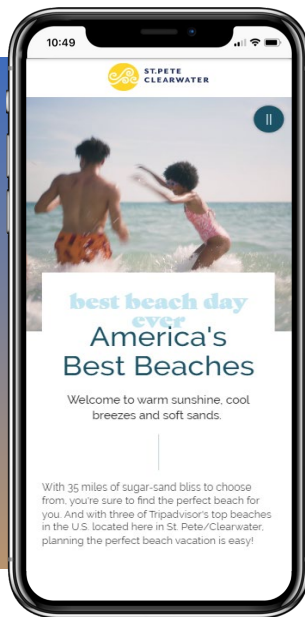
Native Stories 1 - Let's Shine



Frame 3

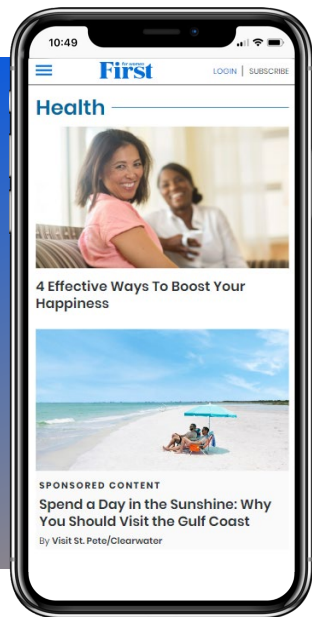


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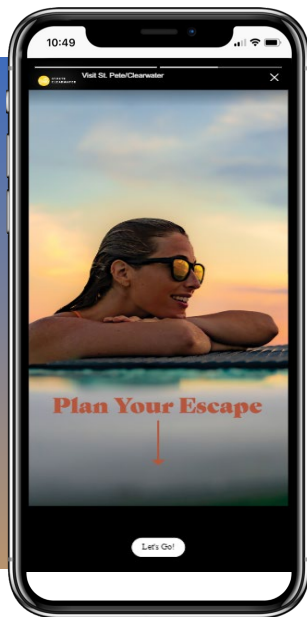
Native Stories 2 - Beach Beauty



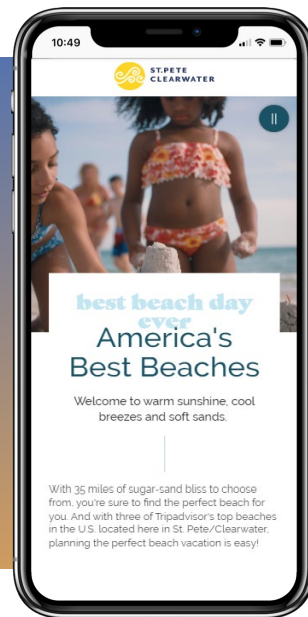
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Frame 1



Frame 2



Brand Page