





### August Media Activity

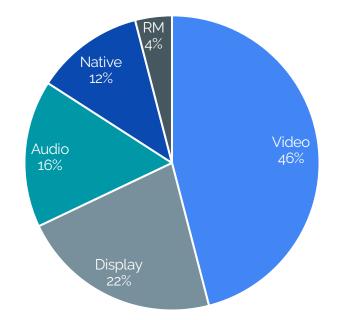
- August saw the highest overall volume 27M impressions of any month in FY21-22
- All Summer Campaign buys completed and delivered in full



Always On	Format Display, Pre- Roll Display, Pre- Roll	Partner Ad+Genuity Sojern	8/1	8/8	August 8/15	8/22	8/29
Always On  Always On	Roll Display, Pre- Roll						
Always On	Roll	Sojern	_				
Summer	101						
***************************************	Video	Hulu					
Summer	CTV Video	Ad+Genuity					
Summer	Video	YouTube / Ad+Genuity					
Summer	Display	Tripadvisor Conde Nast					
Summer	Audio	Spotify					
Summer	Native Article	Nativo					
Summer	Rich Media	Undertone					
Summer	Custom Program	Travelzoo					
Summer	Native Article	Smithsonian					
Со-Ор	Display	Tripadvisor					
Co-Op	Email	Dunhill					
Always On	Social	Facebook/ Instagram					
Summer	Social	TikTok					
Always On	Video	YouTube / Precise.TV					
Always On	SEM	Google					

### Display Media Highlights

- 46% of trackable impressions were video the remaining half were split between display banners, native, audio, and rich media
  - Increase in Video share was driven by addition of YouTube Select and Programmatic CTV
- Sojern drove the most site activities, while Nativo drove the highest CTR



### LET'S SHINE.





970x250 Lets Shine 2022 creative had a 0.05% CTR and 0.21% PV Rate

### Summer CTV Summary

Placement	Impressions	Video Completions	VCR	Spend	еСРМ	eCPCV
Programmatic CTV	4,118,040	4,036,248	98%	\$110,000	\$26.71 *	\$0.03
Hulu 30s	3,541,104	3,503,950	99%	\$125,000	\$35.30	\$0.04
Hulu 07s Slate	717,768	701,051	98%	\$10.145	\$14.13	\$0.01
Hulu Interactive	2,070,555	2,056,466	99%	\$89,855	\$43.40	\$0.04

- Over 10.4M completed video views delivered
- 99% were on Living Room TV screens (small percentage of Hulu inventory is viewed on mobile/tablet/desktop)



### YouTube Select Summary

Vendor	Impressions	Video Completions	VCR	Spend	еСРМ	eCPCV
YouTube	8,740,813	7,764,656	89%	\$100,000	\$11.44	\$0.01 ★

- Large impression volume and video completions lead to a strong VCR
- This placement also delivered very efficient eCPM and eCPCV



### **Spotify Summary**

Placement	Impressions	Clicks	CTR	Cost
Audio Everywhere	7,089,591	1,713	0.02%	\$75,000
Podcast Ads	2,284,180	n/a	n/a	\$75,000

- Highest impression volume of any single digital partner/ad type
- Mobile app environment limited tracking via Adara Impact pixels



### **Smithsonian Summary**

- 3-month program resulted in 4,474
   views of custom article
- Average time spent was 4:19 more than 4X the industry benchmark of 0:57
- Promotional drivers all delivered strong engagement, particularly the Daily Newsletter takeover

#### Native Article – <u>Five Reasons Arts Lovers Should Visit St. Pete/Clearwater</u>



Five Reasons Arts Lovers Should Visit St. Pete/Clearwater

Find everything from local arts to internationallyrenowned masterworks in this world-class art city



Placement	Impressions	Clicks	CTR
Custom Slideshow	252,001	474	0.19%
Native Promotional Banners	243,463	1,176	0.48%★

Placement	Total Sends	Unique Opens	Unique Open Rate	Clicks	CTOR
Daily Newsletter Takeover	301.408	157,364	52.2% ★	3,382 ★	2.1%
Travel & Culture Newsletter Takeover	146,844	58,967	40.2%	537	0.9%

### Travelzoo – Destination Showcase Summary

	Campaign	Target
Page Views	84,499	50,000
Cost Per View	\$0.89*	\$1.50
Reach	7,694,643	5,000,000
СРМ	\$9.75	\$15.00
Social Actions	8,985	7,500
Total Engagements (Page Views+ Social Actions)	93,484	82,500
Video Plays	123,152	25,000
Outbound Click-through Rate	25%	10%
Time on Story	4:16 minutes★	2:30 minutes
Total Time with Content	5,985 hours	2,083 hours

TRAVELZOO

<u>■</u> U.



BEST BEACHES	FUN CITY LIFE	NATURE	FAMILY-FRIENDLY	FOOD & DRINK	HOTEL DEALS
beaches au  Sure, St. PeterClearwater mix of standout features; parks and preserves plus even the weather favors t for most consecutive days  But this is more than a so maseums and cultural im broweries, it's a vacation; travelers; Within an easy it	merica's best and so much in is popular among too 10 list-male — is pergous white-sand beach — is pergous white-sand beach is popular among too 10 list-male — is pergous white-sand beach is popular among too 10 list-male — is pergous white-sand beach is cultiparadeur, 5. Peetchlung i for suramine (768 to be exoct.)  to furnish white has too totalitations, mouthwatering restaur destination that works overime a destination that works overime a first of 10 was proposed. Six PeetCline is you every reason to go now. So	ers for its unmatched es, scenic waterfront name just a few. Heck, holds the world record of impressive ants and local craft o please all kinds of arwater and Tampa),	<u> </u>	By Cami	lle Lamb Guzman





#### Head to the finest sand in the land

as the eye can see, jewel-colored waters and golden rays of sunlight spilling over the gende waves, vould be heartened to know your dream heach voids ISL.

The branches of St. PeterCites rewater embody of this geogeousness, and the Floridan biss only increases when you wade into the invitingly warm Gulf waters. To put the quivoit scene over the top, you may even spot a dolphin or two jump on the horizon. There's little wonder these sands are frequently ranked among the begin in the U.S. by majer travel publications, visitors and

### Travelzoo – Partner Promotion Summary

Campaign flight: June - August 2022



#### Media Placements

Newsflash emails:5,083,333 emailsNetwork CPC placement:36,350 clicksBonus Top 20 emails:13,000,000 emails

Bonus social media: 1 Facebook post 1 Twitter post 1 Instagram post

Production, maintenance and hosting of Featured Destination platform:

Results

Media Investment:

Microsite page views: 173,123

Cost per view: \$0.72

Average time spent on microsite: 1:24 minutes ★

Clicks to VSPC website: 15,684

Clicks to partner offers: 71,464

Clickthrough rate to SPC content: 50%

Total clicks to SPC content (microsite, VSPC links, deals):

\$125,000

260.271

\$0.48

#### Hotel Bookings \*\*\*

Effective sponsored CPC\*:

Room Nights:	2,227
Average Length of Stay:	2.73 nights
Average Daily Rate (pre-tax):	\$234.35
Gross revenue for St Pete/Clearwater***:	\$521.902

12 weeks

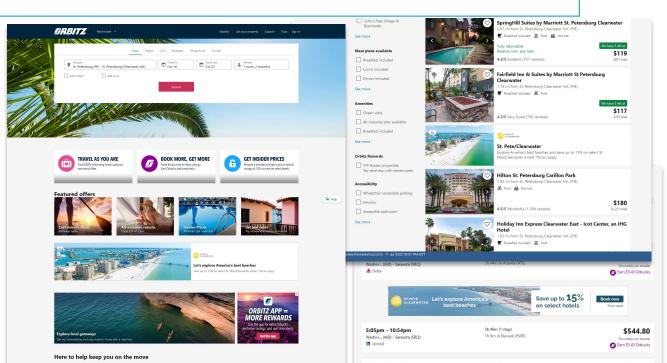
<sup>\*</sup> Funded by Destination program \*\* Source: Google Analytics

<sup>\*\*\*</sup> Revenue and bookings tracked by Travelzoo. Number may change due to September cancellations. Does not include additional bookings tracked via ADARA.

### **Expedia Summary**

Site	Impressions	Clicks	CTR	Room Nights
Travelocity, Expedia, & Orbitz	3,518,642	3,152	0.09%	1.3k

- \$67.6K total attributed ad spend (including VSPC's \$25K contribution + partner contributions)
- \$379.9K total bookings translated to a 5.6-to-1 ROAS\*



### TikTok Summary

Impression s	Reach	Views	6-sec Views	6-sec VTR	Taps/ Clicks	CTR	СРС	Average Frequency
1,577,261	814,399	1,504,144	364,190	23.1%★	2,135	0.14%	\$7.04	1.94X

- Video B performed better, driving stronger 6-sec view rates and engagement rates
- Men 55+ were the top performing demo
- VTR was within travel benchmark range (20-40%) but CTR was low – consider introducing stronger CTA after 6-sec mark of video for future campaigns





J TikTok

### August SEM Highlights - MoM

- 651,630 search impressions and 75,738 clicks from \$60k spend
- 307,707 views on YouTube for \$0.035 CPV with a 11.5% VTR
- In Feed Ads had 39,496 clicks to view for an \$.08 CPC
- Search generated 33,391 conversions decreased 17% MoM
- Conversion Rate was 49.6% down 15% Mo
- CPC \$0.79 decreased 17%
  - Travel Industry Benchmark \$1.5
- CTR 11.62%- decreased 16%
  - Travel Industry Benchmark 4.7%
- Bounce rate was down 2%
- Pages per session was down 10%

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

#### Beaches

Beautiful Beaches with White Sand A Great Place to Catch the Sunset

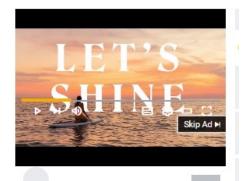
#### Find Places To Stay

Beachfront Resorts & Hotels Boutique Hotels, Budget Hotels

#### Museums

Awesome Art & Cool Culture Murals, Galleries, Museums

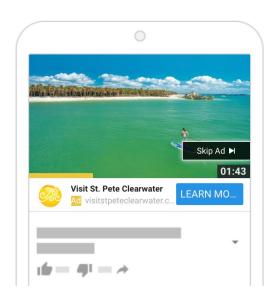


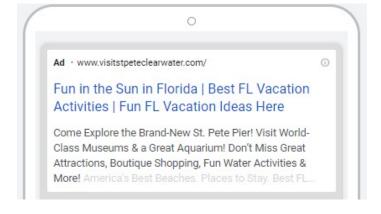


### August SEM Highlights – YoY

- Search generated 33,391 conversions increased 68% (33,391 vs 19,864)
- Conversion rate increased 74%\*
- CPC decreased 23% (\$0.79 vs \$1.03)

Conversion Goal	# of Conversions
Deal Views	469
Time on Site < 1:30	12,988
Travel Deals Discount Page Views	3,304
Total Partner Referrals	6,127
Events View	1,950
Pages Per Session >2	8,359
Destination Guide Order	173
Newsletter Signup	21

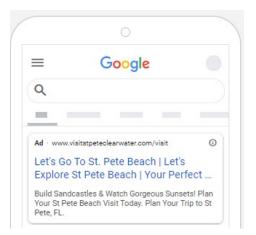




### August SEM Highlights – Performance Max

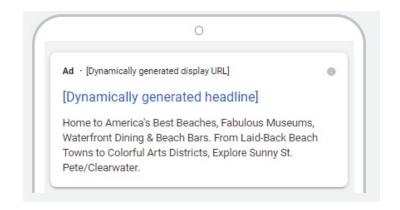
- P-Max Test launched 8/16 & quickly became the top performing campaign overall \*
- In August, the campaign generated 13,189 clicks at a CPC of \$0.45 and a CTR of 12.22%
- 7,793 conversions and a conversion rate of 56.25%
- Bounce Rate was 54.14% and 1.60 pages per session
- Top performing campaign for clicks, CPC and conversions for August even only running for 10 days in the month

Conversion Goal	# of Conversions			
Deal Views	44			
Time on Site < 1:30	2,741			
Travel Deals Discount Page Views	21			
Total Partner Referrals	2,600			
Events View	639			
Pages Per Session >2	1,692			
Destination Guide Order	52			
Newsletter Signup	4			



### August SEM Highlights - DSAs

- 96,430 impressions and 16,536 clicks
- CTR 17.15%
- CPC \$0.73
- Generated 5,142 conversions
- Communities generated the most conversions (2,654) followed by Things To Do (706)



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 & Creative Links** 

#### 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: website sessions that include 2+ pageviews generated by display media divided by all pageviews generated by display media
- OTT: Over-the-Top video content from streaming services; frequently viewed on CTVs (<a href="https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/">https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/</a>)
- PV Rate: website pageviews generated by display media divided by all display media impressions
- ROAS: return on ad spend

#### Media Partners & Creative

- 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
- Hulu: Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
- Undertone: Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- Nativo: Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- Dunhill Travel: Online collection of travel deals and discounts reaching 11M users
   Tripadvisor: World's largest travel website, featuring user-generate reviews and comparison shopping tools, as well as inspirational travel editorial content
- Conde Nast: Global media publisher with portfolio of premium consumer brands including CN Traveler, Vogue, Bon Appetit, Pitchfork, Wired, and many others
- Smithsonian: Official journal and online magazine published by the Smithsonian Institution
- Spotify: World's largest online music streaming platform and podcast distributer
- TikTok: Fastest growing social media network
- Travelzoo: Online publisher of unique travel deals reaching 28M members worldwide.
- YouTube Select: Tactic type on world's second largest search engine and largest video platform that targets premium inventory with unskippable ads

#### **Creative**



### **MONTHLY SOCIAL MEDIA REPORT**





#### PERFORMANCE SUMMARY



Engagement

**Total Impressions** 

#### >> Top Post



Pier to paradise! The Pelican St Pete, a brand new ferry service, is now offering daily cruises to Egmont Key State Park from the St. Pete Pier!

Likes

6.1K **V** 

Shares

1.6K ▲

Comments

252

Post Link Clicks

NA

#### **VIDEO PERFORMANCE**



13% 87%

95%

#### **ADS TOTALS**

\$33,195.55

319,415 ▲ 6,005,746 ▲

**5.3%** ▼

**\$5.53** ▼

\$0.10

Spend

Clicks

**Impressions** 

Click through rate

Cost per 1K

Cost per click

### Instagram

77.5K **Followers**  357

New **Followers** 



**Posts** 

**2**2,009 🗬

1,195 🔺 58.5%

Engagement

Saves



18 **A** Stories sent

125%

17,716 Story **Impressions** 

841

197.3%

Avg. Reach per Story 14%



2,167



1,623 22



1,343 75

**339** 🛦

105,060 🛮







Tweets per day



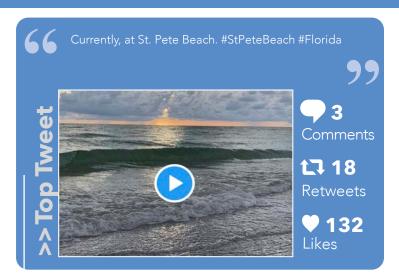


Re-tweets earned

Favorites earned

**294,495**▼

Total impressions



### **•**

### YouTube

•

Subscribers

New

**22,375** 

100 🛦



287,328 🛦

Minutes watched

327,979



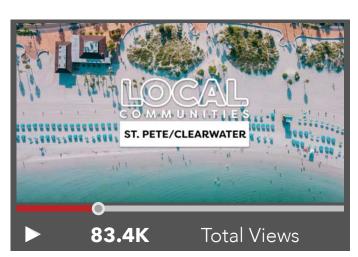
**321 ▲** Likes

Views

**Shares** 

315 ▼

Top Video



"There are 24 vibrant communities to explore in St. Pete/Clearwater. The fun part is discovering what makes them so unique!

Check it out!"







### **Executive Summary**

The monthly Data Studio report is available <u>here</u>.

#### **TRAFFIC**

Looking at all traffic coming to the site in August, VSPC is down 28% in Sessions and 31% in pageviews. The channel that is primarily responsible for this downturn is Organic Search, which accounted for 38% of the site's traffic in Aug (46% last year) and is down 26% (-41,802 sessions) looking YoY. This is not nearly as much of a decline as was observed in July. Our top two international markets, Canada and the United Kingdom, are back in line with pre-pandemic levels and are performing well this August.

Social ticked up again in August by 18% MoM or 110,944 Sessions and a whopping increase in sessions of over 220% YoY. The vast majority of the site's social traffic came from Facebook at 90,786 Sessions followed by Instagram Stories at 1,594.

The most viewed page on the site was things-to-do/beaches, with 60,700 pageviews, which is up 7% MoM and a strong 73% YoY. This page is also one of the top performing pages in terms of Average Time on Page, over 5 minutes. The second most visited page was communities/clearwater-beach, with 31,001 pageviews, up 263% YoY. Events-festivals was a close 3rd at 30,672 pageviews (up 7% YoY), and the homepage and eat-drink/dining round out the top 5 pages.

SEM (from Google), accounted for 22% of the site's traffic in Aug. Sessions were essentially flat, however ad clicks were up 14% and cost was down by 8%. The Performance Max and Communities campaigns received the most sessions (13,228) with a strong share of these for Communities.

NOTE: There has been a large increase this August in bot traffic from Seychelles, Czechia, Russia, and the Netherlands across GA accounts for many Destination Marketing Organizations, including VSPC. The majority of this came through as organic traffic. This traffic first started to tick up sharply around August 4th, then nearly disappeared on August 16th, and came back August 20th. Since this is a widespread issue, filters for Seychelles, Czechia, Russia, and Netherlands were applied using Cloudflare to deploy a rule across the analytics account, and a note for this was added in the analytics history file. Filtering the data is not retroactive, so this will be a reporting anomaly that we will need to factor in period/period comparisons going forward.

### **Executive Summary**

The monthly Data Studio report is available here.

#### **AUDIENCE**

The top five Cities for August were; Not Set (23,101 Users), Atlanta (16,920 Users), Tampa (14,939) and Miami (8,622). "Not Set" contains a group of folks that have turned off their tracking, but also can be partially attributed to the bot traffic mentioned above.

Looking directly in analytics we also see New York as a top traffic driving state (#2). We're not reporting that because it is artificial. When Apple iPhones upgraded to iOS 15.5 back in May, it came with a security measure called a 'private relay' to relay data through their servers to decouple IP addresses (who you are) and DNS records (what you're looking at online). We're seeing NY, Chicago, and DC (so far) as places that have seen large increases in traffic referrals, all correlating with this update.

https://support.apple.com/en-us/HT212614

https://www.cnet.com/tech/mobile/ios-15-5-has-a-bunch-of-privacy-features-not-enough-people-know-about/

#### SITE ENGAGEMENT

Engagements were a mixed bag in Aug, with Enews Sign Ups up 31% MoM, Magazine Orders down 62%, Deals down 37%, Event Views down 35%, and Travel Deals Discounts down 47% MoM. Partner Referrals and Pages per session > 2 both are down as well, 17% and 14% respectively. Some big bright spots however were Travel Deals Discounts PV which were up 2,990% YoY, and Deal Views were up 1,132% YoY. We also saw great engagement for partners participating in paid digital marketing programs on the website, with viewable impressions up by just over 126k impressions, and an impressive 129% increase in clicks to Partners (just over 11,600 clicks).

The top organic search queries were: clearwater beach (4% CTR), clearwater florida (0.8% CTR), clearwater (1% CTR), treasure island (.1% CTR) and st petersburg florida (.5% CTR. The search for st pete beach got a 3% CTR, and treasure island beach had a 2% CTR, even though they aren't in top 5 for impressions. Conversions saw a total of 5,535 users; partner referral got the most by far at 5,238. Form submit had 170 users, tripadvisor clicks had 152 and file download had 119.



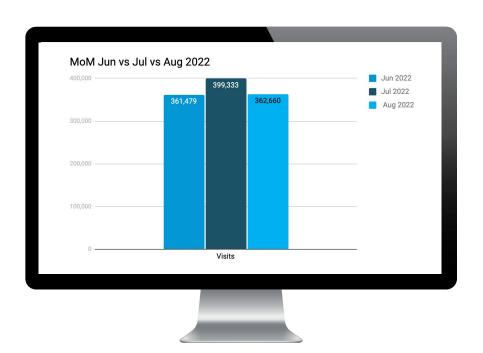
# Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 362,660 -9.2%

Total Unique Visitors: 300,780 -7.63

Overall Bounce Rate: 65.69% 1.5%



# Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 362,660

-28.6%

Total Page Views: 560,876 -31.6%



### Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

September 1, 2021 through August 31, 2022

Total Traffic/Sessions: 4,003,564 🕛 -31.8%

Unique Visitors: 3,092,419 **U** -14.84%

Page Views: 6,675,935 **Q** -32.98%

#### **KPIs**

#### Performance (MoM)

Partner Referrals: 40,215

• DM Orders: 1,184

• Tripadvisor Clicks: 486

Newsletter Sign-Ups: 156

Deals Views: 1,010

• Time on Site: 1min 18sec

Pages per Session: 37,354



### Total Industry Site Traffic, Page Views & Engagement

#### **August Performance**

Total Visits: 1,386 1 27.2% (MoM)

9.7% (YoY)

Total Organic Visits: 537 1 29.1% (MoM)

-15.4% (YoY)

Total Page Views: 2,272 13.3% (MoM)

-18.5% (YoY)

#### **Top Pages Viewed**

- Homepage: 396 (J-10.2% (MoM))
- /info/staff-directory: 147 45.5% (MoM)
  /reporting/bed-tax: 93 16.3% (MoM)

### 2022-2023 Gulf to Bay Digital Guide

#### Performance: Start June 24 - August 31,2022

PDF Downloads: 167

Sessions: 2,008

Pageviews: 89,451

Pages/Session: 44.55

Avg. Session Duration: 4:58

Device Category:

o Mobile: 877 sessions

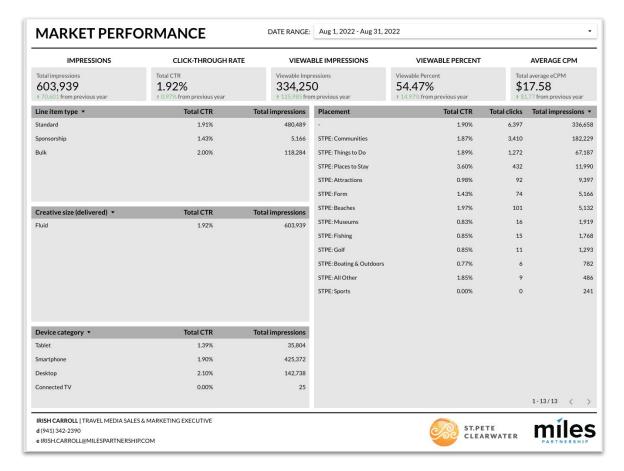
Desktop: 950 sessions

Tablet: 181 Sessions



### Partner Digital Advertising: Website Performance

Overview





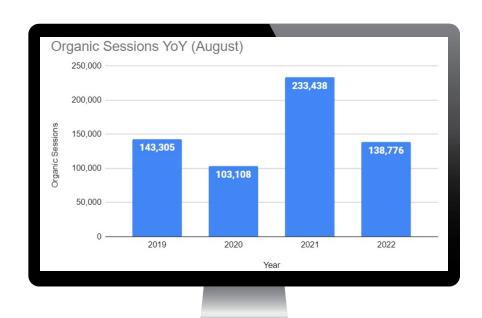
### Organic Traffic

#### **Summary**

With 138,776 organic sessions, August saw a 40.6% decrease in Organic Search Traffic looking year-over-year. August's organic sessions are a 34.6% increase from August 2020.

The top 10 organic landing pages in August were:

- /communities/clearwater-beach
- /events-festivals
- /current-beach-conditions
- /profile/pier-60-clearwater-beach/139755
- •
- /communities/st-pete-beach
- /things-to-do
- /article/fort-de-soto-park
- /profile/johns-pass-village-boardwalk/138598
- /things-to-do/beaches









### **August Content Updates**

#### New Articles/Rewritten

- Accessible Beaches Article
- Beach Conditions
- Outdoor Experiences Article

#### Refreshes & Improvements

- Outdoor Dining in Tarpon Springs, Palm Harbor and Dunedin
- St. Pete community page
- Awards and Accolades page
- Clearwater Marine Aquarium
- Discover the Dali Museum
- Pristine Paradise: Egmont Key

#### **Events Content**

Black Pioneers at James Museum



### August Content Updates

#### SV Listings Updates and Deletions

- Punky's
- Karma Juice Bar
- Vintage Marche

#### Video Additions

New Paddling and SUP Video



### VSPC August 2022 **Enews Performance**

**Email Subject Line**: Instagram-Worthy Outdoor Adventures

Featured Partner: Wyndham Grand Clearwater Beach

Sponsored Content: TradeWinds Island Resorts

Send Date	8/24/22			
Total Delivered	199,048			
Sessions	1,752			
Bounce Rate	35%			
Total Unique Clicks	1,841			
Total CTR	0.92%			
Featured Clicks	403			
Sponsored Clicks	133			
Opt Outs	373			





#### Watch Our Best Parks Video

Majestic oaks, sparkling waterways, colorful birdlife... could any place be more perfect to get away from it all than St. Pete/Clearwater? Check out some of



#### SPONSORED CONTENT **TradeWinds Island Resorts**



#### Dig Up More Savings on Award-Winning St. Pete Beach

TradeWinds is shelling out savings on St. Pete Beach! Save BIG on their best available rate and dig up a \$75 promotions card to use on dining, resort activities, sna treatments and more-



#### Pick Your Perfect Beach

Seeking solitude on the sand? How about a beach the whole family will enjoy? Or maybe you're looking for a beach with some fun tiki bars nearby. Whatever your idea is of the perfect beach, our Beach for Every Mood Guide has just what you're looking for.





American history and community on

Boating enthusiasts from all over the world flock to Clearwater Beach for this super-high-speed race in the



Black History Bike Tour

this free 4-hour bike tour.

Learn about St. Pete's African

See some of the world's best mural artists at work on the walls of St. BayCare Ballpark, an open-air Pete, and watch their beautiful murals take shape.

#### Let's Shine in St. Pete/Clearwater

Enter for a chance to win a FREE trip to America's Best Beaches!



Unsubscribe from this mailing list | Privacy Policy | Update your preferences Copyright © 2022 Visit St Petersburg Clearwater Area CVB | 8200 Bryan Dairy Rd, Suite 200, Largo, FL 33777, United States

# ActOn Database Sign-Ups

**August Growth** 

- Total ActOn List Growth\*: 1,346
- Webform Sign-Ups: 156
- "Let's Shine" GiveawaySign-Ups:
  - 2,434 Entries
  - 1,758 Email Subscribed

\*Includes email sign-ups and unsubscribes



### VSPC Facebook Video Performance in August

Data pulled as of 9/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Fort Desoto Park/Edgmont Key Adventure	August 4th	1,954 views	2,168	68/daily avg.	1:55	0:09	172 Reactions 40 Shares 15 Comments
Gulp Coast - North Region	August 5th	708 views	752	24/daily avg.	3:12	0:03	16 Reactions 6 Shares 1 Comments
What's New: Grand Central Brewhouse	August 5th	631 views	710	23/daily avg.	1:00	0:03	23 Reactions 1 Shares 5 Comments
Can't Miss SPC: John's Pass	August 8th	3,546 views	3,800	136/daily avg.	1:00	0:06	290 Reactions 53 Shares 28 Comments

### VSPC Facebook Video Performance in August

Data pulled as of 9/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
SPC Events: Offshore Nationals	August 22	15,232 views	32,368	2,312/daily avg.	0:50	0:10	181 Reactions 45 Shares 25 Comments
The Parks of St. Pete / Clearwater	August 23	1,103 views	1,224	94/daily avg.	2:20	0:07	135 Reactions 27 Shares 6 Comments
Best Ever SPC: Dog Day Fun Day	August 26	1,238 views	1,311	131/daily avg.	3:46	0:09	77 Reactions 13 Shares 6 Comments
Can't Miss SPC: Outdoor Dining	August 31	980 views	980	196/daily avg.	1:00	0:05	74 Reactions 7 Shares 5 Comments

### VSPC Instagram Video Performance in August

Data pulled as of 9/6/22

Video Titles	Date Published	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Engagement Metrics
The Parks of St. Pete / Clearwater	August 19	5,859	308/daily avg.	2:20	246 Likes 12 Comments
Let's Paddle in SPC	August 25	7,170	552/daily avg.	3:05	171 Likes 11 Comments

### VSPC YouTube Video Performance in August

\*Data pulled as of 9/4/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Let's Paddle in SPC	August 22	2 views	113	8/daily avg.	3:09	1:26	6 Video Likes 1 Video Shares
Best Parks in St Pete / Clearwater	August 23	11 views	438	34/daily avg.	2:22	1:39	14 Video Likes 10 Video Shares

### August Video Analysis

#### Video Analysis - YouTube

Most viewed video (based on average daily views): Best Parks in St Pete/Clearwater

Most watched video (based on average minutes viewed): Best Parks in St Pete/Clearwater

Most engaged-with video (based # of likes, comments, shares); Best Parks in St Pete/Clearwater

Video of the Month: Best Parks in St Pete/Clearwater

#### Video Analysis – Instagram

**Most viewed video** (based on average daily views): Let's Paddle in SPC

Most engaged-with video (based # of likes, comments, shares): The Parks of St. Pete / Clearwater

Video of the Month: Let's Paddle in SPC (this video barely edges out the parks video as it has more views and only slightly less engagement.)

#### Video Analysis – Facebook

**Most viewed video** (based on 7-day views): SPC Events: Offshore Nationals

**Most watched video** (based on average minutes viewed): SPC Events: Offshore Nationals

Most engaged-with video (based # of likes, comments, shares): Can't Miss SPC: John's Pass

Video of the Month: SPC Events: Offshore Nationals

### August Video Analysis

#### Learnings

- Views on Instagram have skyrocketed since the introduction of all videos being hosted on reels
  - Even though both videos posted on IG this month are longer than the typical IG reel, they still gathered over
     5,000 views each
  - We'll keep an eye out next month as some of the shorter videos (Paddling shorts) are posted to see if those pick up more views within a similar timeframe.
- Current events videos do incredibly well on Facebook.
  - We've seen this in the past and most recently with the Offshore Nationals video posted this month. Its views far exceeded all other FB video posts for August.
- YouTube videos continue to receive longer watch time than any other platform, averaging over a minute for each video posted this month.
  - o In contrast, FB average watch times are a few seconds and IG doesn't track average watch time.
  - YouTube is definitely the place for longer videos while FB is a better fit for short, easily digestible videos.

# Takeaways







### Takeaways/Next Steps

Throughout July and August, as referenced in last month's report, one of the most significant changes to impact DMO website traffic relates to a series of big changes in Google's determinants of search engine rankings, which heavily favor restaurant, hotel and event listing content to publishers. As part of VSPC's action plan, **content investments for the new fiscal year's budget** have been moderately increased to continue to expand, enhance and improve the organic search rankings of articles to continue driving organic traffic, with a focus on high engagement as well as targeting audiences that can be influenced at the awareness, interest and consideration phases of travel planning, given that much of Google's search changes impact lower funnel audiences (audiences likely already decided on traveling to the destination, so less valuable in terms of creating growth and economic impact to the destination).

Fiscal year 22-23 **Digital media planning and strategy is complete** for the core "always-on" programs as well as winter campaigns, and will be presented to the TDC for review this month. Key features include tried-and-true programs with Expedia, TravelZoo and Tripadvisor, as well as five new partners and nine new tactics for the next fiscal year and over \$500,000 in negotiated added value. The program will also be capitalizing on a series of cool "vertical video" oriented programs given the surge in popularity of viewing content in this format.

VSPC has **launched the freshly updated Film and Sports sites** this month, capitalizing on the updated look and feel of the Leisure site, with much more interactivity, clean design, and expanded content. The next to launch is the Meetings site, which includes updated copy to present all that the destination offers, better showcase meeting hotels and unique venues throughout Pinellas County, and most importantly to drive leads for the business-to-business sites.