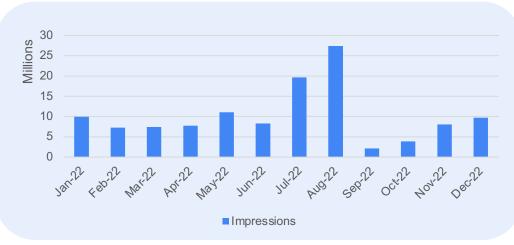






December Media Activity



- Impression volume was up 20% MoM and click volume was up 29% as Winter Campaign picked up steam
- 60% of impressions ran in Fly Markets

					Decembe	r	
Campaign	Format	Partner	11/28	12/5	12/12	12/19	12/2
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	Native Articles	Nativo					
Always On	Display	Atlas Obscura					
Always On	Native & Video	Expedia					
Winter	Weather Triggered Display	Ad+Genuity					
Winter	Bottom Adhesion	Undertone					
Winter	Look Book, Press & Hold	PadSquad					
Always On	Social	Facebook/ Instagram					
Always On	SEM	Google					
Always On	Video	YouTube					

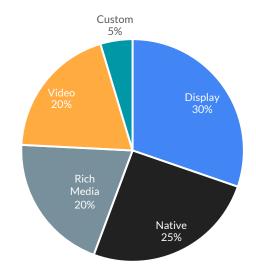
Display Media Highlights

Beaches

- Sojern drove the highest volume of site activities this month
- Ad+Genuity drove the highest volume of impressions across 5 different tactics

Activities

Padsquad rich media drove the highest volume of clicks





Expedia.com Hotel Results
Destination Experience
Gallery was one of the top
creative performers, with a
0.49% CTR

Teads In-Feed Video Initial Performance

December 2022 - Teads

December 2022 Teads			
Placement	Impressions	CTR	VCR
Drive - Landscape	82,710	0.14%	85%
Drive - Vertical	74,915	0.29%	64%
Fly - Landscape	92,978	0.12%	84%
Fly - Vertical	60,319	0.37%	69%

- This new tactic launched on December 5th and garnered over 310K impressions in first month of activity
- Vertical video unit is driving higher CTR, while Landscape video unit is driving higher VCR
 - Vertical video is also ~25% more expensive
- KPI had been defined as VCR, so consider removing Landscape video to improve overall video completion rate

Landscape

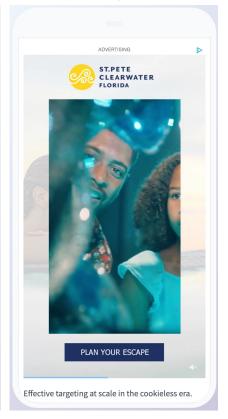
content with strict editorial reviews. Beyond this we provide advertisers with granular capabilitie for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand isn't compromised.



Effective targeting at scale in the cookieless era.

Welcome to the era of consumer privacy. Teads habuilt advanced cookieless capabilities enabling advertisers to leverage Predictive Audiences and Advanced Contextual targeting that consistently demonstrate advertising effectiveness at scale. Leverage our catalog of over 100 cookieles audience segments and create deep alignmen between your ad and its context.

Vertical



PadSquad Check-In

- New Partner & custom creatives launched on November 7th
- Press & Hold unit has been a top performer, with a 7.38% Engagement Rate, nearly 2X the 4-5% benchmark range
- Scroller Gallery has also performed well, with a 4.01% Engagement rate, at the top end of the 2-4% benchmark

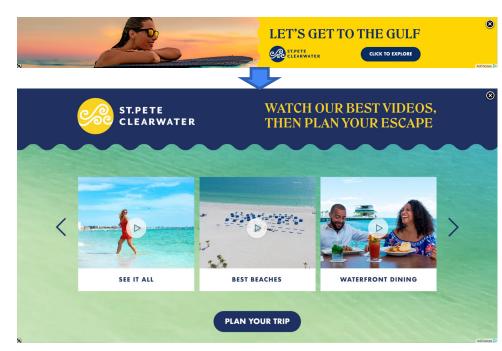




							Avg. Exposure	Video	Completion
Placement Name	Impressions	Clicks	CTR	Unit Views	Engagements	Engagement Rate	Time	Completes	Rate
Press & Hold Duo	867,984	3542	0.41%	190,525	14,059	7.38%	16.24	3,398	22.90%
Scroller Gallery	879,706	2399	0.27%	215,305	8,639	4.01%	16.01	-	-
GRAND TOTAL:	1,747,690	5,941	0.34%	405,830	22,698	5.59%	16.13	3,398	22.90%

Undertone Check-In

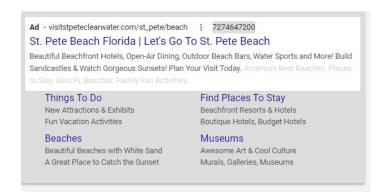
- Custom Bottom Adhesion Unit relaunched on October 18th
- Expansion rate is 0.60%
- Average interaction time is over 1 minute (73 seconds)
- CTR is 0.08%, in line with the benchmark range of 0.05-0.10%

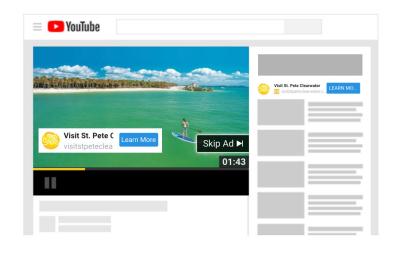


Placement	Delivered Impressions	% Delivered	Clicks	CTR	Unique Interactions	Interaction Rate	Expansions	Expansion Rate	Viewability	VCR	Interaction Time (sec)	Avg. Interaction Time (sec)
Bottom Adhesion	2,207,747	49%	1,725	0.08%	12,318	0.56%	13,354	0.60%	92%	10.68%	900,453	73.10

December MoM SEM Highlights

- 1,189,657 search impressions and 105,142 clicks from \$60k spend
- 386,970 views on YouTube for \$0.035 CPV with a 70.1% VTR
- In Feed Ads had 40,048 clicks to view for an \$.08 CPC
- Search generated 73,456 conversions increased 27% MoM
- Conversion Rate was 71.03% up 13% MoM
- CPC \$0.56 decreased 5%
 - Travel Industry Benchmark \$1.53
- CTR 8.84%- increased 16%
 - Travel Industry Benchmark 4.7%
- Bounce rate was down 2%
- Pages per session was up 5%

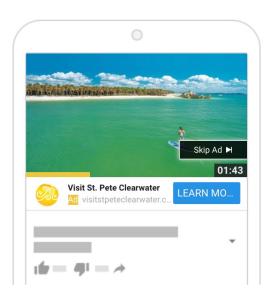


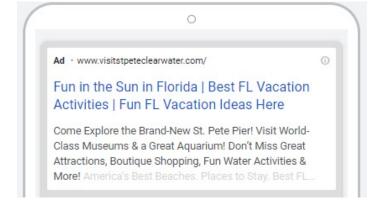


December YoY SEM Highlights

- Clicks were up 62%
- Conversions increased 59% (73,456 vs 46,061)
- Conversion rate increased 7%
- CPC decreased 27% (\$0.56 vs \$0.77)

Conversion Goal	# of Conversions
Deal Views	415
Time on Site < 1:30	19,035
Travel Deals Discount Page Views	10,556
Total Partner Referrals	13,889
Events View	16,661
Pages Per Session >2	12,770
Destination Guide Order	102
Newsletter Signup	28

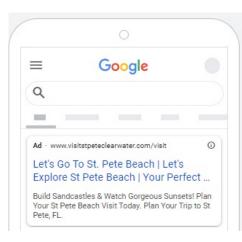




December Performance Max Results

- In December, the prospecting campaign generated 31,945 clicks at a CPC of \$0.37 and a CTR of 13.89%
- The retargeting (former RLSA) camaping generated 10,282 clicks at a CPC of \$0.38 and a CTR of 17.23%
- The prospecting campaign had 30,025 conversions and a conversion rate of 83%.
- The remarketing campaign had 7,746 conversions and a conversion rate of 72%
- Bounce Rate was 54% and page per session were 1.62
- Prospecting was the top performing campaign overall for clicks, users, sessions, and conversions for December. The retargeting campaing had the lowest CPC overall at \$0.37

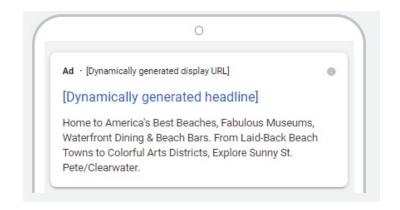
Conversion Goal	# of Conversions
Deal Views	66
Time on Site < 1:30	9,093
Travel Deals Discount Page Views	33
Total Partner Referrals	9,535
Events View	13,463
Pages Per Session >2	5,500
Destination Guide Order	68
Newsletter Signup	13





December SEM DSA Highlights

- 73,821 impressions and 11,896 clicks
- CTR 16.11%
- CPC \$0.76
- Generated 4,552 conversions
- Communities generated the most conversions (1,029) followed by Things To Do (1,273)



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.







Executive Summary

The monthly Data Studio report is available here.

TRAFFIC

December performance year-over-year for Visit St. Pete/Clearwater's website was solid with Site sessions up 35% (405,620 versus 302,453) and an increase in Pageviews of 21% (635,213 versus 526,009). There were double and triple digit increases for all 6 of the top traffic sources.

Channel	Sessions	Up by:
Organic:	179, 807	20%
Paid Search	94,005	35%
Social:	62,999	145%
Direct:	32,469	24%
Display:	14,067	218%
Referrals:	12,879	18%

Of note, there were Red Tide conditions in the destination during December, which can often be the sole or a major source of traffic growth YoY, but although there was a sizeable uptick in visits to the Beach Conditions page that provides Red Tide updates, it represented only 18,447 pageviews and accounted for only 22% of the overall pageview growth for the site.

ENGAGEMENT

With strong growth, slips in engagement metrics are not uncommon, and December did experience some moderate decreases. Overall, the Average Session Duration fell 14% and bounce rate increased a bit as well, up 8%. However, this was primarily a function of traffic mix given that the significant increases for Social channels and Display Ads (which traditionally have higher bounce rates) represented a much larger share of total mix this year versus December of last year. One additional note is that although overall average time on site did fall 14%, there was an equal 14% increase YoY in visits that exceeded 1 minute 30 seconds.

Executive Summary

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

GOALS & CONVERSIONS

Overall goal completions were up for December of 2022, although from a conversion rate standpoint there was a modest slip (-6.4%). Essentially traffic was up, but it did not result in as many goal completions on a percentage basis. Performance was solid however, with the site clearly delivering a greater of desired actions such as the following:

- Views of Travel Deals which are important to partners wanting to get their offers in front of potential visitors rose sharply up 86% with 11,335 views this year versus 6,092 views last year;
- Partner Referrals (clicks to partner websites) also increased up 30% with 47,409 clicks versus 36,480 clicks YoY;
- Event views had great growth up 50% with 83,744 versus 55,697 YoY.

There was only one slip for December for orders of the destination guide, down 22% with 338 this December versus 435 last December.

CONTENT PERFORMANCE

The most viewed page on the site was things-to-do/events-festivals with 26,890 pageviews (down 1%). The next highest by volume was the things-to-do/current-beach-conditions, with 24,945 pageviews, which is up 108% YoY, followed by the things-to-do at 23,388 pageviews (up 12%), homepage at 22,041 pageviews (up 18%) and rounding out the top 5 pages /holiday-events-st-pete-clearwater which had a big increase of 354% YoY.

Overall for JAN-DEC of 2022, the pages with the most pageviews were: things-to-do/beaches, events-festivals, homepage, things-to-do, and communities/clearwater-beach.



Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 407,620 1 29.9%

Total Unique Visitors: 321,290 1 21.9%

Total Page Views: 635,213 1 30.0%

Time on Site: 1m 21s 1 2.05%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

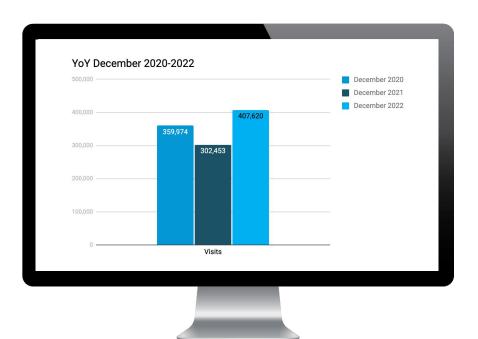
Total Visits: 407,620

Total Unique Visitors: 321,290 1 37.18%

Total Page Views: 635,213 1 20.8%

Overall Bounce Rate: 63.79% 1 8.4%

Time on Site: 1m21s



Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

January 1, 2022 through December 31, 2022

Total Traffic/Sessions: 4,270,229 -27.12%

Unique Visitors: 3,334,915 **Unique** -8.91%

Page Views: 6,982,651 -29.57%

KPIs

Performance (MoM)

Partner Referrals: 64,484

• DM Orders: 377

• Tripadvisor Clicks: 777

Newsletter Sign-Ups: 106

Deals Views: 667

• Time on Site: 1m 21s

Pages per Session: 42,935



Total Industry Site Traffic, Page Views & Engagement

December Performance

2.5% (YoY)

-2.2% (YoY)

0.7 (YoY)

Top Pages Viewed

- Homepage: 445 11.0% (MoM)
- /info/staff-directory: 100 11.1% (MoM)
 /reporting/bed-tax: 72 20.0% (MoM)

2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24 - December 31, 2022

PDF Downloads: 273

Sessions: 3,144

Pageviews: 137,175

Pages/Session: 43.63

Avg. Session Duration: 4:56

Device Category:

o Mobile: 1,304 sessions

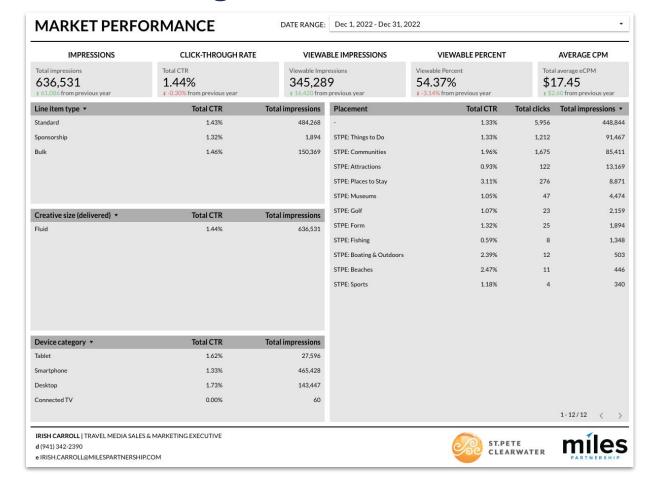
Desktop: 1,580 sessions

Tablet: 260 Sessions



Partner Digital Advertising: Website Performance

Overview





Organic Traffic

Summary

With 179,807 organic sessions, traffic in December was up 19.8% looking year-over-year. December's organic sessions were up 37.3% from the previous 31-day period of October 31-November 30. The organic sessions were also up when compared to December 2020 (5.6%), but they were down 12.2% when compared to December 2019.

The "Current Beach Conditions" page generated the most organic sessions of any page in December 2022. with 17,096, which was 13,627 more than the previous year. According to Google Search Console, a large majority of the clicks to that page were related to queries containing 'red tide.'

A new article, "New Year's Eve Fireworks 22-23 in St. Pete-Clearwater," was our second-best organic performer and accounted for a YoY gain of 8,626 sessions. The article also had a 44.6% organic bounce rate and had an average organic session duration of 1 minute and 57 seconds.

Our ninth-best organic performer, "New Year's Celebrations in St. Pete/Clearwater," was credited with 3,754 sessions, a 44.1% bounce rate, 2.36 pages per sessions and an average session duration of 2:26. The average organic session duration for that article was a YoY increase of 9.6% and the article saw slight YoY improvements in organic bounce rate and organic pages per sessions. However, the 3,754 organic sessions were 9,047 fewer (-70.7%) than what was generated a year earlier.



Organic Traffic

Summary (Continued)

December's organic bounce rate of 56.3% represented a YoY increase of 5.1% from December 2021's 53.5% organic bounce rate. The average pages per organic session (1.63) and average organic session duration (1:41) were slightly lower YoY. The average pages per organic session in December 2021 was 1.69 and the average organic session duration was 1:42.

The "Current Beach Conditions" page had an organic bounce rate of 79.9% in December 2022, while being credited with an average of 1.31 pages per organic session and an average organic session duration of 57 seconds. When that article is removed from the equation, the site's organic bounce rate was 53.8% in December 2022. The average pages per organic sessions also increased to 1.66 and the average organic session duration increased to 1:45.

Of the top 10 pages by organic session, four had a bounce rate under 48% and six were credited with an average organic session duration of at least 1:52.

The top 10 organic landing pages in December were:

- /current-beach-conditions
- /events-festivals
- /article/new-years-eve-fireworks-st-pete-clearwater
- /event/holiday-lights-largo-central-park/1641
- /holiday-events-st-pete-clearwater
- /notidaty events st pete/event/enchant/26926
- •
- /profile/pier-60-clearwater-beach/139755
 - /new-years-celebrations-st-peteclearwater
- /communities/clearwater

Top 10 Organic Landing Pages Performance vs. December 2021

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitstpeteclearwater.com/current-beach-conditions	17096	79.91%	1.31	57.27
www.visitstpeteclearwater.com/current-beach-conditions	3469	71.52%	1.26	50.63
www.visitstpeteclearwater.com/article/new-years-eve-fireworks-st-pete-clearwater	8626	44.62%	1.43	117.3
www.visitstpeteclearwater.com/article/new-years-eve-fireworks-st-pete-clearwater	0	0.00%	0	0
www.visitstpeteclearwater.com/event/holiday-lights-largo-central-park/1641	8290	69.46%	1.18	54.07
www.visitstpeteclearwater.com/event/holiday-lights-largo-central-park/1641	7546	69.98%	1.15	54.59
www.visitstpeteclearwater.com/events-festivals	8134	47.73%	2.61	155.16
www.visitstpeteclearwater.com/events-festivals	7240	40.62%	2.71	136.63
www.visitstpeteclearwater.com/event/enchant/26926	5388	61.77%	1.18	58.17
www.visitstpeteclearwater.com/event/enchant/26926	0	0.00%	0	0
www.visitstpeteclearwater.com/holiday-events-st-pete-clearwater	5228	38.56%	2.63	171.75
www.visitstpeteclearwater.com/holiday-events-st-pete-clearwater	0	0.00%	0	0
www.visitstpeteclearwater.com/	4397	53.10%	2.75	164.88
www.visitstpeteclearwater.com/	4984	52.29%	2.63	162.3
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	4232	60.92%	1.35	87.03
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	4252	57.17%	1.38	80.1
www.visitstpeteclearwater.com/new-years-celebrations-st-peteclearwater	3754	44.06%	2.36	145.54
www.visitstpeteclearwater.com/new-years-celebrations-st-peteclearwater	12807	44.88%	2.34	132.84
www.visitstpeteclearwater.com/communities/clearwater	3717	64.38%	1.94	112.14
www.visitstpeteclearwater.com/communities/clearwater	158	61.39%	2.22	173.61
December 2022 (All Landing Page)	179807	56.26%	1.63	100.54
December 2021 (All Landing Pages)	150139	53.54%	1.69	102.34

Note: December 2021 Performance in yellow

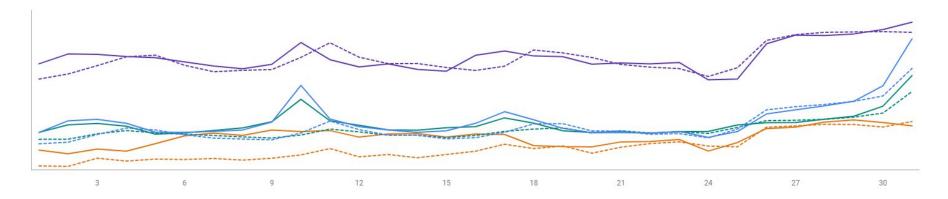
URL Types December 2022 vs. December 2021

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
December 2022 (all URLs containing /profile)	31863	58.45%	1.27	67.69
December 2021 (all URLs containing /profile)	37487	58.22%	1.28	68.85
December 2022 (all URLs containing /event/)	43089	61.93%	1.25	68.04
December 2021 (all URLs containing /event/)	29404	62.03%	1.28	68.91
December 2022 (all URLs containing /communities)	15741	61.76%	1.9	120.83
December 2021 (all URLs containing /communities)	10897	58.87%	1.94	131.17
December 2022 (all URLs containing /article/)	21614	40.19%	1.54	126.02
December 2021 (all URLs containing /article/)	16296	36.35%	1.58	129.55
December 2022 (all URLs containing /list/)	10542	39.31%	1.65	124.44
December 2021 (all URLs containing /list/)	10785	42.64%	1.9	128.92
December 2022 (all URLs containing /things-to-do/)	4572	55.01%	1.93	124.44
December 2021 (all URLs containing /things-to-do/)	5151	58.98%	1.81	115.09
December 2022 (all URLs containing /eat-drink)	2036	55.55%	2.18	131.53
December 2021 (all URLs containing /eat-drink)	2093	57.29%	2.12	127.26
December 2022 (all URLs containing /places-to-stay)	967	41.26%	2.84	199.79
December 2021 (all URLs containing /places-to-stay)	588	45.75%	2.54	145.77

Note: December 2021 Performance in yellow Google Spreadsheet with YoY Performance for November's Top 10 Pages per URL Type (mentioned above) available here.

Google Search Console Comparison vs. December 2021

✓ Total clicks	✓ Total impressions	Average CTR	Average position
147K — 12/1/22 - 12/31/22	8.26M — 12/1/22 - 12/31/22	1.8% — 12/1/22 - 12/31/22	14.2 — 12/1/22 - 12/31/22
127K 12/1/21 - 12/31/21 ②	8.14M 12/1/21 - 12/31/21	1.6% 12/1/21 - 12/31/21	15.4 12/1/21 - 12/31/21 ②



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

Top queries	Clicks 12/1/22 - 12/31/22	Clicks 12/1/21 - 12/31/21	↓ Clicks Difference	Impressions 12/1/22 - 12/31/22	Impressions 12/1/21 - 12/31/21	Impressions Difference	CTR 12/1/22 - 12/31/22	CTR 12/1/21 - 12/31/21
red tide st pete	1,570	32	1,538	3,612	120	3,492	43.5%	26.7%
red tide st pete beach	781	82	699	1,968	225	1,743	39.7%	36.4%
clearwater	911	297	614	65,579	64,333	1,246	1.4%	0.5%
largo central park lights	599	18	581	2,541	610	1,931	23.6%	3%
clearwater beach	1,712	1,167	545	84,930	116,606	-31,676	2%	1%
clearwater florida	1,086	555	531	73,695	87,752	-14,057	1.5%	0.6%
st pete boat parade	503	31	472	1,054	585	469	47.7%	5.3%
st pete boat parade 2022	400	0	400	1,286	0	1,286	31.1%	0%
largo central park	538	142	396	13,336	15,836	-2,500	4%	0.9%
st petersburg	531	187	344	62,274	65,891	-3,617	0.9%	0.3%

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

Top queries	Clicks 12/1/22 - 12/31/22	Clicks 12/1/21 - 12/31/21	↑ Clicks Difference	Impressions 12/1/22 - 12/31/22	Impressions 12/1/21 - 12/31/21	Impressions Difference	CTR 12/1/22 - 12/31/22	CTR 12/1/21 - 12/31/21
largo lights	298	923	-625	2,454	7,993	-5,539	12.1%	11.5%
largo lights 2021	0	577	-577	0	2,877	-2,877	0%	20.1%
honeymoon island	67	409	-342	14,487	17,963	-3,476	0.5%	2.3%
fort desoto	196	515	-319	11,254	17,159	-5,905	1.7%	3%
largo central park christmas lights 2021	19	325	-306	70	2,422	-2,352	27.1%	13.4%
st pete beach	438	713	-275	22,968	29,908	-6,940	1.9%	2.4%
st pete pier	190	442	-252	17,332	23,647	-6,315	1.1%	1.9%
st pete new years eve 2021	0	232	-232	0	1,066	-1,066	0%	21.8%
clearwater beach new years eve 2021	0	205	-205	0	1,740	-1,740	0%	11.8%
first friday st pete	56	247	-191	1,094	1,243	-149	5.1%	19.9%







December Content Updates

New Articles/Rewritten

- LGBTQ Influencer Article
- New Year's Eve Fireworks
- What's New in 2023 Article (edited)

Refreshes & Improvements

- New Restaurants
- Events & Festivals
- Beach Updates & Conditions
- St. Pete Pier District Page
- CMA Article
- James Museum Article
- Dali Article
- MAACM Article
- Imagine Museum Listing
- MFA Listing
- Accessible Beaches
- Landmark Restaurants

LGBTQ+ Influencers' Travel Guide to St. Pete/Clearwater

Travel influencers Rachel and Sarah Benson visited St. Pete/ Clearwater on a "prewedding moon" and saw what this amazing destination has to offer.



VSPC December 2022 **Enews Performance**

Email Subject Line: Enjoy a Virtual Visit - Then Plan a Real One

Featured Partner: DoubleTree Beach Resort by Hilton

Sponsored Content: Sirata Beach Resort

Send Date	12/13/22
Total Delivered	196,639
Sessions	529
Bounce Rate	61%
Total Unique Clicks	1,370
Total CTR	0.70%
Featured Clicks	280
Sponsored Clicks	107
Opt Outs	298





BEACHES

OUTDOORS

ARTS

Soothe Your Holiday Stress



De-Stress Your Holidays With the Soothing Sounds of the Surf

The holidays can be stressful, meaning there's no better time to escape to St. Pete/Clearwater! If you can't make it here in person, de-stress with the soothing sounds of the surf and shorebirds during a virtual visit to our tranguil parks and beaches. And start planning to visit in person next year!

WATCH VIDEOS

FEATURED PARTNER DoubleTree Beach Resort by Hilton



Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

ESCAPE NOW





WATCH THE VIDEO

Holiday Delight on Florida's Gulf Coast

Wherever you are this holiday season, please accept our warm wishes for happy times with family and friends, and a wonderful New Year. If you happen to be celebrating the holidays here in beautiful St. Pete/Clearwater, we've got some fun events for you!

Sirata Beach Resort



Escape the cold! Amazing sunsets await you

Warm up this winter while exploring all that Sirata has to offer! From amazing pools to beachfront bars and daily activity programs, Sirata's got what you need to create your next dream vacation.

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BOOK DIRECT & SAVE



Plan Your Vacation: Gulfside and Bayside

together, you won't have to choose between the Gulf and the bay. In St.

Which do you prefer? Amazing beaches and vibrant sunsets over the Guif, or world-class museums and lively urban parks? Happily, they're so close

> Find some highlights below or check out all St. Pete/Clearwater events



Pete/Clearwater, you can enjoy them both.

#### Rescue the Dinos

Get up close to massive dinosaurs at Clearwater Marine Aquarium and learn about their habitats.



#### April 2023

#### St. Pete Indie Flea

Shop for artisanal goods, vintage Items, Jewelry, handicrafts, plants and more at this flea market.



Celebrate all things local with some of the area's most popular bands, plus local food and beverages.



#### Firestone Grand Prix

Watch IndyCars fly around the streets of downtown St. Pete during the series season opener.





t © 2022 Visit St Petersburg Clearwater Area CVB | 8200 Bryan Dairy Rd, Suite 200, Largo

# ActOn Database Sign-Ups

**December Growth** 

- Total ActOn List Growth\*: 464
- Webform Sign-Ups: 106

\*Includes email sign-ups and unsubscribes



### VSPC Facebook Video Performance in December

Data pulled as of 1/4/23

| Video Titles                             | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                   |
|------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------------------------|
| Clearwater Beach<br>Day                  | 12/21/22          | 1,347                     | 1,424                                | 95                                           | 0:55            | 0:05                      | 60 Reactions<br>13 Shares<br>5 Comments |
| Savor This: Tarpon<br>Springs Distillery | 12/19/22          | 1,752                     | 1,844                                | 108                                          | 1:00            | 0:05                      | 42 Reactions<br>7 Shares<br>12 Comments |
| Savor This:<br>Holiday Cocktail<br>Bars  | 12/15/22          | 566                       | 621                                  | 30                                           | 1:20            | 0:03                      | 29 Reactions<br>5 Shares<br>2 Comments  |
| Antiquing In<br>Tarpon Springs           | 12/14/22          | 1,003                     | 1,239                                | 56                                           | 3:32            | 0:11                      | 78 Reactions<br>17 Shares<br>3 Comments |

### VSPC Facebook Video Performance in December

Data pulled as of 1/4/23

| Video Titles                                      | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                      |
|---------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|--------------------------------------------|
| Holiday Boat<br>Parades in St.<br>Pete/Clearwater | 12/14/22          | 7.047                     | 8,064                                | 367                                          | 0:54            | 0:05                      | 753 Reactions<br>176 Shares<br>53 Comments |
| St. Pete Pier<br>District                         | 12/13/22          | 2,340                     | 2,521                                | 110                                          | 1:31            | 0:05                      | 290 Reactions<br>43 Shares<br>61 Comments  |
| Savor This: Hellas<br>Restaurant                  | 12/12/22          | 1,066                     | 1,278                                | 53                                           | 1:00            | 0:06                      | 100 Reactions<br>20 Shares<br>34 Comments  |
| The Parks of St.<br>Pete/Clearwater               | 12/12/22          | 757                       | 859                                  | 36                                           | 2:20            | 0:06                      | 75 Reactions<br>20 Shares<br>8 Comments    |

### VSPC Facebook Video Performance in December

Data pulled as of 1/4/23

| Video Titles                                             | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                    |
|----------------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|------------------------------------------|
| SPC Events:<br>Holiday Lights                            | 12/10/22          | 839                       | 888                                  | 34                                           | 1:00            | 0:05                      | 75 Reactions<br>7 Shares<br>8 Comments   |
| Why are you<br>Spending a Day<br>Outside: Gulf or<br>Bay | 12/1/22           | 1,315                     | 1,481                                | 42                                           | 1:28            | 0:07                      | 36 Reactions<br>11 Shares<br>10 Comments |

### VSPC Instagram Video Performance in December

Data pulled as of 1/3/23

| Video Titles                                    | Date<br>Published | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Engagement<br>Metrics    |
|-------------------------------------------------|-------------------|--------------------------------------|----------------------------------------------|-----------------|--------------------------|
| SPC Events:<br>Holiday Lights in<br>the Gardens | Nov. 30           | 20k                                  | 588                                          | 0:59            | 728 likes<br>23 comments |
| Gulf or Bay:<br>Outdoors                        | Dec. 4            | 7,628                                | 263                                          | 1:28            | 184 likes<br>12 comments |
| SPC Events:<br>Holiday Boat<br>Parade           | Dec. 6            | 17.6k                                | 652                                          | 0:54            | 717 likes<br>14 comments |
| SPC Events:<br>Holiday Lights                   | Dec. 10           | 9,877                                | 429                                          | 0:59            | 605 likes<br>5 comments  |

### VSPC Instagram Video Performance in December

Data pulled as of 1/3/23

| Video Titles                           | Date<br>Published | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Engagement<br>Metrics   |
|----------------------------------------|-------------------|--------------------------------------|----------------------------------------------|-----------------|-------------------------|
| Savor This:<br>Holiday Bars            | Dec. 14           | 3,134                                | 157                                          | 1:19            | 75 likes<br>3 comments  |
| SPC Events:<br>Clearwater Beach<br>Day | Dec. 27           | 11.6k                                | 1,933                                        | 0:55            | 205 likes<br>4 comments |

### VSPC YouTube Video Performance in December

\*Data pulled as of 1/4/23

| Video Titles                                                         | Date<br>Published | First 7<br>Days'<br>Views | Total Video<br>Views<br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics |
|----------------------------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------|
| Savor This:<br>Holiday Cocktail<br>Bars in<br>St.Pete/Clearwat<br>er | 12/20/22          | 79                        | 99                                   | 6                                            | 1:25            | 0:56                      | 11 Likes<br>2 Shares  |
| Festive Fun<br>Holiday Cocktails                                     | 12/16/22          | 41                        | 45                                   | 2                                            | 1:20            | 0:42                      | 2 Likes<br>o Shares   |
| SPC Events:<br>Holiday Lights                                        | 12/14/22          | 191                       | 274                                  | 12                                           | 1:01            | 0:42                      | 9 Likes<br>7 Shares   |
| Gulf or Bay:<br>Planning a Visit to<br>St<br>Pete/Clearwater         | 12/1/22           | 257                       | 35,269                               | 1008                                         | 11:26           | 5:26                      | 27 Likes<br>14 Shares |

### December Video Analysis

#### Video Analysis - YouTube

Most viewed video (based on average daily views): Gulf or Bay: Planning a Visit to St Pete/Clearwater

Most watched video (based on average minutes viewed): Gulf or Bay: Planning a Visit to St Pete/Clearwater

Most engaged-with video (based # of likes, comments, shares); Gulf or Bay: Planning a Visit to St Pete/Clearwater

Video of the Month: Gulf or Bay: Planning a Visit to St Pete/Clearwater

#### Video Analysis – Instagram

**Most viewed video** (based on average daily views): SPC Events: Clearwater Beach Day

**Most engaged-with video** (based # of likes, comments, shares): SPC Events: Holiday Lights in the Gardens

Video of the Month: SPC Events: Holiday Lights in the Gardens

#### Video Analysis – Facebook

**Most viewed video** (based on 7-day views): Holiday Boat Parades in St. Pete/Clearwater

**Most watched video** (based on average minutes viewed): Antiquing In Tarpon Springs

**Most engaged-with video** (based # of likes, comments, shares): Holiday Boat Parades in St. Pete/Clearwater

**Video of the Month:** Holiday Boat Parades in St. Pete/Clearwater

### December Video Analysis

#### Learnings

- Holiday videos were the star this month!
  - Not really a surprise, but just goes to show that on social channels like IG and FB, relevant events videos grab attention.
  - YouTube is a bit different Gulf or Bay garnered more views and engagement than the holiday videos, showing that longer-form videos with talent tend to do better on that platform.
  - Out of the holiday videos posted, videos showing lights performed the best. Botanical Gardens holiday lights had the best performance on IG and the Holiday Boat Parade video had the best performance on FB out of Miles-produced videos for the month.

### End Of Year Video Analysis

#### Overview of 2022

2022 was a year of new video styles and exciting new projects. Here's a brief overview of the highlights:

- 25 new Miles-produced videos posted to YouTube plus social versions of those videos posted to Instagram and Facebook
- 6 Miles-produced longform videos with brand new formats: Escapes series, Cheat Meal, and Gulf or Bay
  - These 6 videos brought in a combined 243,640 views during the three months they were live on YouTube in 2022
- Most viewed video on YouTube for the year was "All 24 St. Pete/Clearwater Communities!" with 409,617 views
- Most viewed video on YouTube that was posted this year was "Laundry Mat by Day, Latin Club by Night Welcome to Dirty Laundry!" with 105,873 views.
- Expanded vertical content creation, with true 9x16 format and vertically shot footage

# Takeaways







### Takeaways/Next Steps

Typically a new website takes a few months to normalize in terms of metrics (largely a function of SEO relating to content enhancement and reorganizations) so we are at the point where we can make meaningful year/year comparisons (original site versus new site for JAN-DEC). For the next two months the Analytics, SEO and UX teams will be conducting deep analytical dives to evaluate the site's performance to find opportunities for improvements to drive traffic, engagement, goal conversions and value to partners and the communities of Pinellas County.

Article development and enhancements are also a focus for this year, and content of this type is typically a strong driver of traffic generation through better search results. Often paid advertising is thought of as the primary driver of site traffic, but Content investments deliver strong ROI as well as helping to brand, position and differentiate the destination. All new articles created over the past 6 month period will be evaluated in terms of return on investment and traffic generation.

VSPC's new "Let's Shine" campaign is now fully activated across all marketing channels, and the campaigns have reached a point that comparisons to prior campaigns and KPIs relating to campaign effectiveness can be completed to identify opportunities for enhancements. In addition, there are additional campaign elements that have launched in new channels, with early results indicating excellent performance. The Digital Marketing team will continue to monitor performance and is also developing some A/B testing methodologies based on campaign performance to continue to optimize conversions.

## **MONTHLY SOCIAL MEDIA REPORT**

December 2022



### **Facebook**







**117,940 △** Post Link Clicks



**7M** Video Views



19,020 🔺 Shares



318,611 Total Page Likes

#### **Top Post**



"Happy Christmas Eve to all, and to all a good night! #MerryChristmas"  Likes **13K** 

⇔ Shares

1.3K

**Comments** 

1.3K

**\* Post Link Clicks** 

Facebook Ad totals

\$27,014.13 Spend

**Impressions** 

331,722 🔺 Clicks

\$2.86 **V** 

Cost per 1K

3.51% 9,453,859

Click through rate

**\$0.08** ▼ Cost per click

7.0m

Organic Full 2.5m

890.2k

1.3m

Organic Views 49%

Viewing Breakdown

Paid Views 51%

Click Plays 40%

Auto Plays 60%

1,002

15.9K

1,899

18

ightharpoonup21.8K

16

## Instagram



78.7K **Followers** 





18,77

**Posts** 

Engagement

**Engagement Rate** 

4.3% **T** 



**Impressions** 

#### **Top Posts**





667 **T** 

Saves **51.5% 7** 

15 **V** Stories sent **37.5% 7** 



11,181 **V** Story **Impressions** 

64.5% **V** 

740 **V** 

Avg. Reach per Story

17 **T** Reels Published

43.1% **V** 



Monthly Social Media Report - Dec. 2022

▲ Increase over previous month ▼ Decrease over previous month

No change

# **MONTHLY SOCIAL MEDIA REPORT**

December 2022





### **Twitter**



106,642 **Followers** 



412

**New Followers** 



19,240 🔺 Engagement



**513,186** 

**Total Impressions** 



4.3 Tweets per day



863

Post Link Clicks



984

Re-tweets earned



6,843

Favorites earned

#### **Top tweet**



There's only a few more sunsets left in 2022. Make 'em count! #SunshineSkyway #Florida



**L**J 45 Retweets

243 Likes

# YouTube



22,700 🛦

Subscribers





**Views** 







234

Likes

# **TikTok**



915

**Followers** 



91

**New Followers** 



6,815 Video Views



289 Likes



**11** Comments



**58** Shares

#### **Top video**



**New Year's Eve Fireworks** 

#### **Top video**



**The Ultimate Cheat Meals** of St. Pete **Total Views 51.8K**