

Visit St. Pete/Clearwater

# Monthly Website Reporting

October 2023



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# Executive Summary

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

## TRAFFIC RESULTS:

Performance for October was solid, with a 19% increase over October of 2022 with 389k Sessions and edging up moderately versus the prior month by 2.3%. There were 543k total pageviews for the site, also up - an increase of 5% compared to October as well as compared to the prior month. From the paid advertising campaigns, slightly over half of paid traffic landed on the Beaches (52%), with 31% going to Outdoor Adventures, 9% to Arts, 6% to Attractions, and a small slice to LGBTQ+.

Looking at the VSPC Partner Website, which is undergoing a redesign and relaunch, some statistics of note to guide development are the top trafficked pages include the Staff Directory, TDC information and meetings, Job Postings and the departmental reports. Sessions to the Partner Site are similarly up, jumping 31% versus October of last year and 7% versus last month.

For the Default Channel Groupings there were largely YoY wins in Sessions for October, with (in order of Volume) Organic up 19%, Paid Search up 107%, Cross-network up 108%, and Direct up 39%. Organic Social, the fifth largest channel fell moderately, with Sessions down 29%.

## ENGAGEMENT:

The Average Engagement time was 54 seconds for October, down a bit versus last year (-5.7%) however Engaged Sessions per User was 86%, a solid result against a benchmark rate of 60 to 70 percent and up 39% versus October of 2022. The top pages viewed were 8 Reasons why Clearwater Beach is #1 (which racked up a whopping 10% of all views), the Communities page for St. Pete Beach (8% of all traffic), Events-Festivals (5%), Things-to-Do Beaches (4%), the overall Things-to-Do page (3.7%) and the Home page (3.5%).



# Executive Summary

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## ORGANIC TRAFFIC:

Organic Traffic is one of the best sources of highly engaged traffic, with an above-average time on page of 1 minute 17 seconds - helping to boost the overall average Session duration which in turn helps drive search results and rankings. Across top performing pages there were some standouts in terms of performance, with many of these being Articles. Some top categories of content with above average time include:

- Things-to-do for specific communities (outdoor dining in a city, best restaurants in specific cities)
- Practical trip planning content (Redie the Beach Trolley, best places to stay)
- Best of themed articles (best waterfront restaurants, hidden-gem beaches, etc.)
- Event pages for specific dates (Fall Events, holiday events, events in a city)

## CONVERSIONS:

With the migration from Universal Analytics to GA4, and a different method of collecting data, most conversion data is not available YoY. Comparing month/month is not terribly meaningful given that differences in site traffic and season are the big drivers here, however the month/momnth stats as follows:

Partner Referrals: 40,656	Up 15.2%
DM Orders: 513	Down -71.1%
Newsletter Sign-Ups: 120	Down -23.6%
Deals Views: 664	Down -19.7%
Average Engagement Time: 0m 54sec	Up 1.9%
Events per Session: 10.13	Up 9.0%

# Google Analytics



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# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (MoM)

Total Visits: 389,084  2.3%

Total Unique Visitors: 308,470  0.6%

Total Page Views: 542,719  1.6%

Engagement Rate: 68.45%  31.5%

Average Engagement Time: 0min 54sec  1.9%



# Total Leisure Site Traffic, Page Views & Engagement (GA4)

## Performance (YoY)

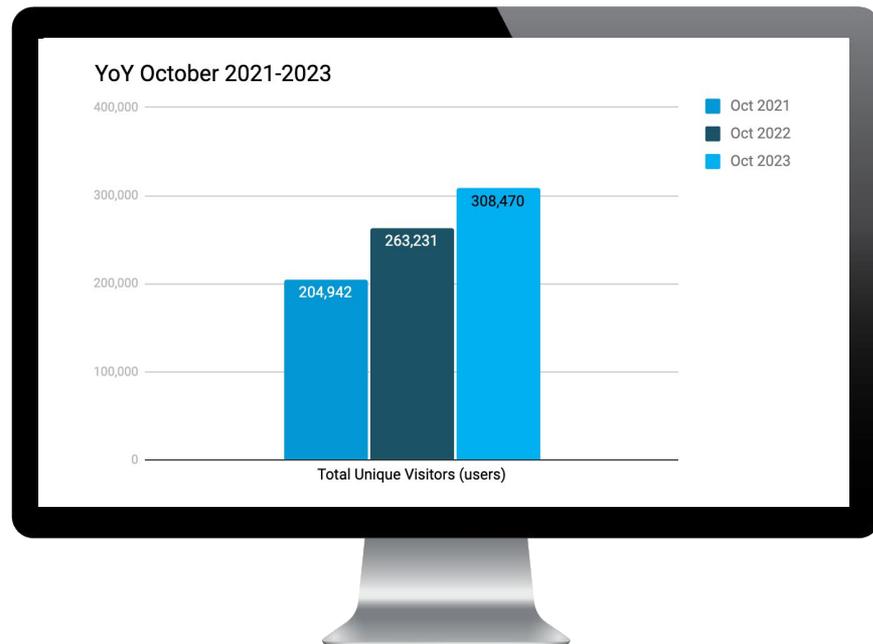
Total Visits: 389,084  19.0%

Total Unique Visitors: 308,470  24.4%

Total Page Views: 542,719  5.1%

Engagement Rate: 68.45%  37.0%

Average Engagement Time: 0min 54sec  -6.9%



# Total Leisure Site Traffic, Page View & Engagement (GA4)

## Performance: Last 12 Months

*November 1, 2022 through October 31, 2023*

Total Traffic/Sessions: 5,681,893  39.8%

Unique Visitors: 4,291,532  33.2%

Page Views: 8,425,774  21.9%

# KPIs (GA4)

## Performance (MoM)

- Partner Referrals: 40,656  15.2%
- DM Orders: 513  -71.1%
- Tripadvisor Clicks: 613  21.9%
- Newsletter Sign-Ups: 120  -23.6%
- Deals Views: 664  -19.7%
- Average Engagement Time: 0m 54sec  1.9%
- Events per Session: 10.13  9.0%



# Total Industry Site Traffic, Page Views & Engagement

## September Performance

Total Visits: 1,597  7.3% (MoM)  
 30.6% (YoY)

Total Organic Visits: 757  -0.3% (MoM)  
 22.5% (YoY)

Total Page Views: 5,480  2.8% (MoM)  
 154.5% (YoY)

## Top Pages Viewed

- Homepage: 2,977  -4.0% (MoM)
- /info/staff-directory: 272  3.0% (MoM)
- /tourist-development-council: 143  -7.1% (MoM)

# 2023-2024 Gulf to Bay Digital Guide (GA4)

Performance: Start May 4, 2023 - October 31, 2023

- PDF Downloads: 522
- Sessions: 4,206
- Views: 4,665
- Views/Session: 1.1
- Avg. Engagement Time: 0m 14sec
- Device Category (sessions):
  - Mobile: 2,046 sessions
  - Desktop: 1,873 sessions
  - Tablet: 338 Sessions



# Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE			DATE RANGE: Oct 1, 2023 - Oct 31, 2023						
<b>IMPRESSIONS</b> Total Impressions <b>469,709</b> <small>↓ -10,392 from previous year</small>		<b>CLICK-THROUGH RATE</b> Total CTR <b>1.40%</b> <small>↓ -0.69% from previous year</small>		<b>VIEWABLE IMPRESSIONS</b> Viewable Impressions <b>240,393</b> <small>↓ -34,045 from previous year</small>		<b>VIEWABLE PERCENT</b> Viewable Percent <b>51.39%</b> <small>↓ -5.92% from previous year</small>		<b>AVERAGE CPM</b> Total average eCPM <b>\$17.43</b> <small>↓ \$-0.03 from previous year</small>	
Line item type ▾	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions ▾			
Standard	1.40%	465,515	-	1.45%	4,166	287,515			
Sponsorship	1.24%	2,017	STPE: Communities	1.11%	1,275	115,113			
House	3.85%	78	STPE: Things to Do	1.49%	847	56,899			
Bulk	1.05%	2,099	STPE: Places to Stay	3.07%	244	7,955			
			STPE: Attractions	0.76%	59	7,766			
			STPE: Museums	1.04%	28	2,686			
			STPE: Form	1.18%	23	1,943			
			STPE: Beaches	3.28%	52	1,583			
			STPE: Golf	1.00%	11	1,095			
			STPE: Fishing	0.37%	4	1,080			
			STPE: Boating & Outdoors	1.90%	6	315			
			STPE: Sports	1.00%	3	300			
			STPE: All Other	1.13%	3	266			
Creative size (delivered) ▾	Total CTR	Total impressions							
Fluid	1.40%	469,709							
Device category ▾	Total CTR	Total impressions							
Tablet	1.30%	19,546							
Smartphone	1.29%	331,969							
Desktop	1.71%	118,162							
Connected TV	0.00%	32							

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# Organic Traffic



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# Organic Traffic

In early October 2023, Google Universal Analytics ceased processing data for the leisure site. According to Google Search Console data, VisitStPeteClearwater.com saw a 17.5% increase in organic clicks YoY (123,433 organic clicks compared to 105,057 in October 2022). The site garnered 8,232,720 organic impressions in October 2023 compared to 7,526,221 organic impressions in October 2022.

Of the top 10 pages by organic clicks in October 2023, only three (current-beach-conditions, the homepage and

/communities/clearwater) saw YoY decreases in organic clicks.

For organic clicks, the /events-festivals page was the top

performer in October. The /fall-festivals-events and the

/halloween-festivals-events pages were sixth and ninth for organic clicks.

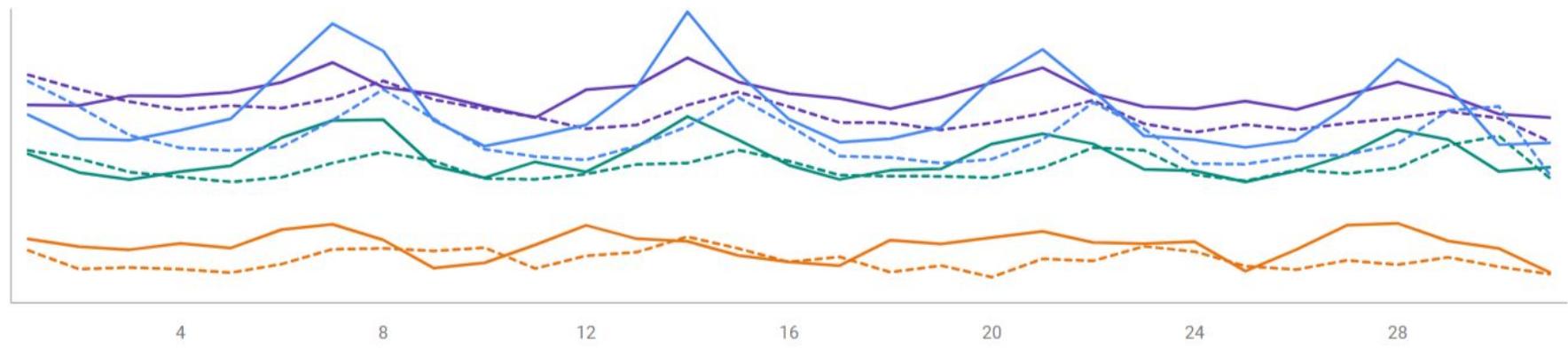
The /current-beach-conditions page saw a YoY increase in excess of 76,000 impressions in October 2023, but the page received 3,939 fewer organic clicks than in October 2022.

URLs containing /communities saw a 12.7% YoY decrease in organic clicks. The /communities/clearwater-beach page, which ranked fourth for organic clicks in October, saw a YoY increase of 3,105 organic clicks, while the /communities/clearwater page garnered 2,648 fewer organic clicks in October 2023 than in October 2022.

For the additional URL groups, here is a breakdown of their YoY organic click increases by percentage: /profile (+18.4%), /event/ (+51%), /article/ (+1.4%), /list/ (+5.8%), /things-to-do/ (+1.1% YoY), /eat-drink (+39.1%), and /places-to-stay (+93.2% YoY).

# Google Search Console Comparison vs. October 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
<b>123K</b> — 10/1/23 - 10/31/23	<b>8.23M</b> — 10/1/23 - 10/31/23	<b>1.5%</b> — 10/1/23 - 10/31/23	<b>14.4</b> — 10/1/23 - 10/31/23
<b>105K</b> --- 10/1/22 - 10/31/22	<b>7.53M</b> --- 10/1/22 - 10/31/22	<b>1.4%</b> --- 10/1/22 - 10/31/22	<b>15.4</b> --- 10/1/22 - 10/31/22



# Top 10 Organic Queries (by Clicks) vs. October 2022 Google Search Console

Top queries	↓ Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
clearwater beach	3,496	2,835	661	77,388	85,721	-8,333
st pete pier pumpkin patch	1,230	142	1,088	2,317	1,843	474
pier 60 clearwater	1,060	662	398	2,981	3,150	-169
pier 60	776	720	56	5,463	5,329	134
pier 60 clearwater beach	631	420	211	1,727	1,939	-212
clearwater	580	646	-66	72,026	66,263	5,763
clearwater florida	519	686	-167	67,404	77,458	-10,054
st pete pumpkin patch	493	63	430	1,581	1,322	259
st pete fall festival	476	27	449	1,752	1,978	-226
fall festivals near me	459	92	367	11,767	1,294	10,473

# Top 10 Organic Landing Pages (by Clicks) vs. October 2022 Google Search Console

Top pages	↓ Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/events-festivals">https://www.visitstpeteclearwater.com/events-festivals</a>	11,542	8,089	3,453	296,529	152,934	143,595
<a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>	5,176	9,115	-3,939	183,056	106,924	76,132
<a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	4,222	2,893	1,329	88,407	32,052	56,355
<a href="https://www.visitstpeteclearwater.com/communities/clearwater-beach">https://www.visitstpeteclearwater.com/communities/clearwater-beach</a>	4,220	1,115	3,105	165,328	201,393	-36,065
<a href="https://www.visitstpeteclearwater.com/event/pumpkin-patch-st-pete-pier/47846">https://www.visitstpeteclearwater.com/event/pumpkin-patch-st-pete-pier/47846</a>	3,783	0	3,783	17,370	0	17,370
<a href="https://www.visitstpeteclearwater.com/fall-festivals-events">https://www.visitstpeteclearwater.com/fall-festivals-events</a>	3,741	2,088	1,653	46,571	32,590	13,981
<a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>	2,321	3,022	-701	406,215	536,761	-130,546
<a href="https://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598">https://www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598</a>	2,017	1,328	689	59,313	60,389	-1,076
<a href="https://www.visitstpeteclearwater.com/halloween-festivals-events">https://www.visitstpeteclearwater.com/halloween-festivals-events</a>	1,883	131	1,752	27,883	4,300	23,583
<a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>	1,600	4,248	-2,648	295,399	333,597	-38,198

# URL Types October 2023 vs. October 2022 (Google Search Console)

URL Type	Clicks	Impressions	CTR	Average Position
October 2023 (all URLs containing /profile)	29818	3925776	0.80%	12.8
October 2022 (all URLs containing /profile)	25188	3581533	0.70%	14.5
October 2023 (all URLs containing /event/)	20022	723290	2.80%	9.9
October 2022 (all URLs containing /event/)	13257	518104	2.60%	9.1
October 2023 (all URLs containing /communities)	11943	1289236	0.90%	10.9
October 2022 (all URLs containing /communities)	13684	1360574	1%	8.5
October 2023 (all URLs containing /article/)	10211	781198	1.30%	16.2
October 2022 (all URLs containing /article/)	10069	732656	1.40%	20.6
October 2023 (all URLs containing /list/)	9343	700937	1.30%	17.4
October 2022 (all URLs containing /list/)	8834	845140	1.00%	17.3
October 2023 (all URLs containing /things-to-do/)	4170	260429	1.60%	15.5
October 2022 (all URLs containing /things-to-do/)	4124	232516	1.80%	18
October 2023 (all URLs containing /eat-drink)	1953	179414	1.10%	9.6
October 2022 (all URLs containing /eat-drink)	1404	156331	0.90%	12.5
October 2023 (all URLs containing /places-to-stay)	1256	371037	0.30%	13.3
October 2022 (all URLs containing /places-to-stay)	650	170299	0.40%	17.8
October 2022 performance in yellow				

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

Top queries	Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	↓ Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
st pete pier pumpkin patch	1,230	142	1,088	2,317	1,843	474
clearwater beach	3,496	2,835	661	77,388	85,721	-8,333
st pete fall festival	476	27	449	1,752	1,978	-226
st pete pumpkin patch	493	63	430	1,581	1,322	259
pier 60 clearwater	1,060	662	398	2,981	3,150	-169
st pete pier fall festival	370	0	370	1,858	0	1,858
fall festivals near me	459	92	367	11,767	1,294	10,473
pumpkin patch st pete	319	58	261	1,789	1,457	332
clearwater beach florida	457	204	253	9,422	10,481	-1,059
pier 60 clearwater beach	631	420	211	1,727	1,939	-212

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

Top queries	Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	↑ Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
is clearwater beach open	37	563	-526	141	1,721	-1,580
halloween on central st pete	39	464	-425	1,059	2,154	-1,095
st petersburg	161	356	-195	52,939	59,426	-6,487
st pete beach	356	539	-183	23,470	24,300	-830
clearwater florida	519	686	-167	67,404	77,458	-10,054
gulfport fl	168	331	-163	5,820	6,264	-444
treasure island florida	211	362	-151	22,583	27,125	-4,542
rocktoberfest st pete	0	121	-121	0	1,468	-1,468
clearwater beach open	0	117	-117	0	399	-399
is st pete beach open	0	104	-104	0	230	-230

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

Top pages	Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	↓ Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
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<a href="https://www.visitstpeteclearwater.com/events-sound-coachman-park">https://www.visitstpeteclearwater.com/events-sound-coachman-park</a>	1,502	0	1,502	37,839	0	37,839
<a href="https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755">https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755</a>	4,222	2,893	1,329	88,407	32,052	56,355
<a href="https://www.visitstpeteclearwater.com/holiday-events-st-pete-clearwater">https://www.visitstpeteclearwater.com/holiday-events-st-pete-clearwater</a>	1,034	0	1,034	59,617	0	59,617
<a href="https://www.visitstpeteclearwater.com/event/st-pete-pier-fall-fest/47856">https://www.visitstpeteclearwater.com/event/st-pete-pier-fall-fest/47856</a>	1,035	170	865	10,245	4,482	5,763
<a href="https://www.visitstpeteclearwater.com/all-events">https://www.visitstpeteclearwater.com/all-events</a>	778	26	752	55,033	6,337	48,696

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

Top pages	Clicks 10/1/23 - 10/31/23	Clicks 10/1/22 - 10/31/22	↑ Clicks Difference	Impressions 10/1/23 - 10/31/23	Impressions 10/1/22 - 10/31/22	Impressions Difference
<a href="https://www.visitstpeteclearwater.com/current-beach-conditions">https://www.visitstpeteclearwater.com/current-beach-conditions</a>	5,176	9,115	-3,939	183,056	106,924	76,132
<a href="https://www.visitstpeteclearwater.com/communities/clearwater">https://www.visitstpeteclearwater.com/communities/clearwater</a>	1,600	4,248	-2,648	295,399	333,597	-38,198
<a href="https://www.visitstpeteclearwater.com/event/halloween-events">https://www.visitstpeteclearwater.com/event/halloween-events</a>	0	1,270	-1,270	0	12,154	-12,154
<a href="https://www.visitstpeteclearwater.com/">https://www.visitstpeteclearwater.com/</a>	2,321	3,022	-701	406,215	536,761	-130,546
<a href="https://www.visitstpeteclearwater.com/event/halloween-central/42126">https://www.visitstpeteclearwater.com/event/halloween-central/42126</a>	1,044	1,553	-509	27,059	32,533	-5,474
<a href="https://www.visitstpeteclearwater.com/things-to-do/webcams">https://www.visitstpeteclearwater.com/things-to-do/webcams</a>	1,286	1,739	-453	27,905	42,498	-14,593
<a href="https://www.visitstpeteclearwater.com/communities/gulfport">https://www.visitstpeteclearwater.com/communities/gulfport</a>	462	908	-446	25,429	29,888	-4,459
<a href="https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants">https://www.visitstpeteclearwater.com/article/best-waterfront-restaurants</a>	559	991	-432	57,310	139,309	-81,999
<a href="https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete">https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete</a>	0	415	-415	0	10,615	-10,615
<a href="https://www.visitstpeteclearwater.com/communities/st-pete-beach">https://www.visitstpeteclearwater.com/communities/st-pete-beach</a>	713	1,117	-404	112,934	79,801	33,133



# Content Updates & Email Performance



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# October Content Updates

## New or Rewritten

- [The Ultimate Guide to Pizza](#)

## Updates/Fact-Checks

- [The West Comes Alive at the James Museum](#)
- [Explore Central Ave. St. Pete's Coolest Street](#)
- [CMA Halloween Spooktacular](#)
- [Best Birdwatching Spots](#)
- [Cross Bay Ferry profile](#)
- [The Museum of the American Arts & Crafts Movement](#)
- [Museum of Fine Arts](#)
- [Discover the Dali Museum](#)

The screenshot shows a webpage from ST PETE CLEARWATER. The main heading is "The Ultimate Guide to Pizza in St. Pete/Clearwater". Below the heading is a sub-heading: "Pizza devotees wax poetic about thin crust vs. deep dish, Chicago vs. New York style. Whatever your preference, enjoy finding your new fave among the best pizza spots in St. Pete/Clearwater." There is a large image of a pizza with basil. Below the image is a caption: "Sample crisp Roman-style pizza or the NY-quad hybrid at Jay Luigi in St. Pete." Below the image is a paragraph of text: "When it came to pizza, having a choice used to mean cheese or pepperoni, nowadays, fresh, gourmet and sometimes unusual ingredients are combined in different styles and baked in a variety of ways. From longtime mom-and-pop businesses to innovative newcomers, great pizza joints can be found all over the area." Below the paragraph is a list of locations: "St. Pete, St. Pete Beach, Gulfport & Tierra Verde, Clearwater, Clearwater Beach, Largo & Seminole, Dunedin, Palm Harbor & Safety Harbor".

The screenshot shows a webpage from ST PETE CLEARWATER. The main heading is "Best Bird-Watching Spots". Below the heading is a sub-heading: "Nature lovers flock to St. Pete/Clearwater to see the stunning birds that gather in parks and preserves along the Great Florida Birding and Wildlife Trail." There is a large image of a flock of birds in a wetland. Below the image is a caption: "A flock (technically a barbroccent) of wild farnigoo, mis-called into the area by Hurricane Idalia. If you spot any of these gorgeous creatures, be sure to give them plenty of room so as not to stress them." Below the caption is a paragraph of text: "Florida boasts a 2,000-mile self-guided trail with 400 sites that promote bird-watching activities and conservation of Florida's natural habitats. St. Pete/Clearwater's trail sites are diverse - with mangrove swamps, slash-pine forests, beaches and estuaries - offering habitats for many bird species. There are 12 trail sites in the area, and while all are beautiful, a handful of them are a birder's dream-come-true."

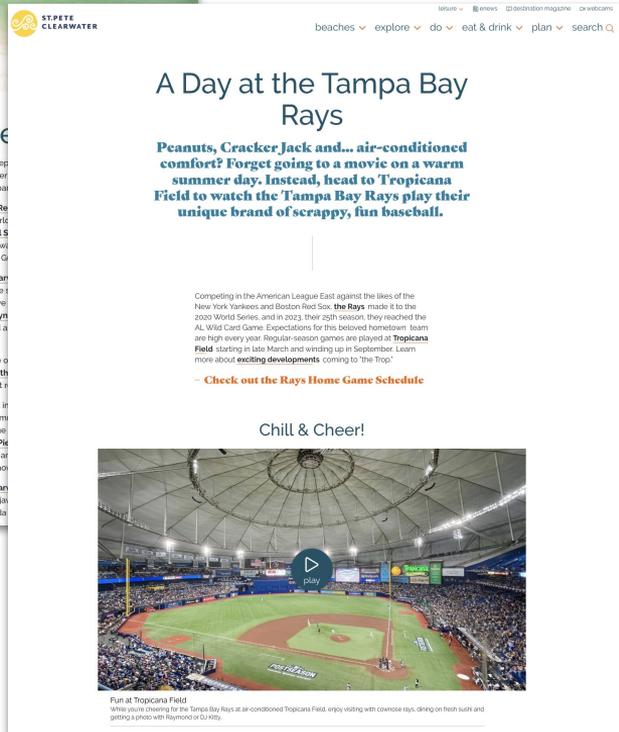
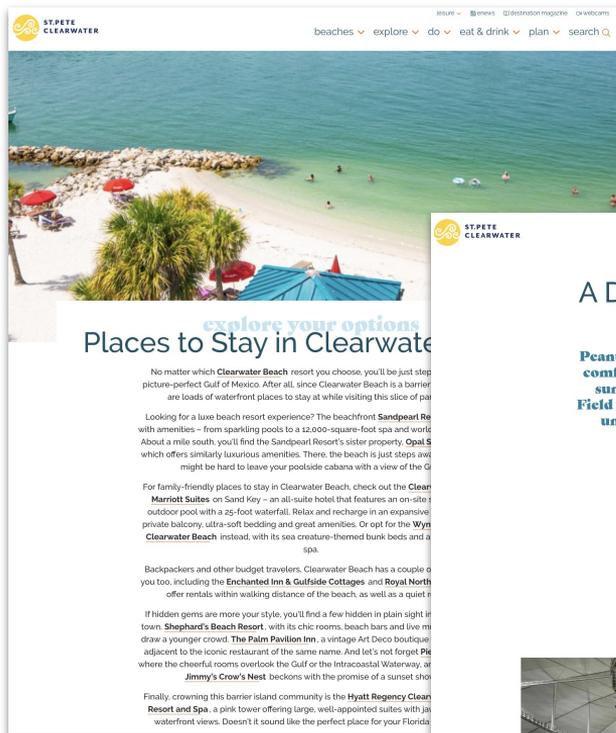
# October Content Updates

## Updates/Fact-Checks (continued)

- [A Day at the Tampa Bay Rays](#)
- [Philadelphia Phillies Spring Training Schedule](#)
- [Baseball & Spring Training in St. Pete/Clearwater](#)
- [Blue Jays Spring Training Schedule](#)
- [Catch a Spring Training Game](#)
- [Rays Spring Training Schedule](#)
- [Imagine Museum](#)

## Landing Pages with New Intro Copy

- [Places to Stay in Safety Harbor](#)
- [Places to Stay in Largo](#)
- [Places to Stay in Clearwater Beach](#)



# VSPC October 2023 Enews Performance

**Email Subject Line:** UPDATE: It's time to hit the beach!

**Featured Partner:** Mint House, St. Pete

**Sponsored Content:** Sheraton Sand Key Resort

<b>Send Date</b>	<b>10/20/2023</b>
<b>Total Delivered</b>	186,806
<b>Sessions</b>	417
<b>Engagement Rate</b>	72%
<b>Total Unique Clicks</b>	1,071
<b>Total CTR</b>	0.57%
<b>Featured Clicks</b>	152
<b>Sponsored Clicks</b>	160
<b>Opt Outs</b>	268

FEATURED PARTNER

Mint House, St. Pete



BEACHES      OUTDOORS      ARTS

The WWE is Coming to America's Best Beaches!

The WWE Royal Rumble will be held Saturday, January 27, at Tropicana Field in St. Petersburg. [Tickets](#) are now available. [Start planning](#) your winter getaway for world-class beaches and entertainment.



It's All About the Beach!



Follow This Itinerary to Beachy Fun

Don't know about you, but we could live at the beach – feeling the sugar sand between our toes, smelling the salt air and listening to the surf. [Read our posts](#) to find out where to grab breakfast and a great cup of joe, chill in a beachside cabana, sip a frozen cocktail and dance the night away – all within sight of our beautiful beaches. Until you can get here, keep the vibe going with our [Beach Day Beats](#).

[HIT THE BEACH](#)

FEATURED PARTNER

Mint House, St. Pete



BEACHES      OUTDOORS      ARTS

Innovative Hotel in Downtown St. Pete

Mint House's innovative, tech-driven approach redefines trend stays. At Mint House, stays are smart, more self-sufficient and comfy than at other hotels, with personal touches and thoughtful amenities.

[BOOK YOUR STAY](#)

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Find the Best Grouper Sandwich

Everything tastes better by the beach, especially St. Pete/Clearwater's iconic [grouper sandwich](#). Learn all about it, including how to make it once you get back home to keep vacation memories alive until your next visit.

[DIG IN](#)

SPONSORED CONTENT

Sheraton Sand Key Resort



Experience Oasis at Sheraton Sand Key Resort

Experience the quieter side of Clearwater Beach at Sheraton Sand Key Resort. Newly renovated rooms and suites, anchored on 13 acres of private white-sand beach, offer an oasis like no other.

[BOOK TODAY](#)



Surround Yourself with Coastal Colors

Embrace your Florida alter ego (the one who wears shorts and flip-flops 24/7/365) and capture the coastal vibe by painting a room – or your whole house – [these inviting shades](#) reminiscent of sea, sand and sky.

[START PAINTING](#)

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CAN'T-MISS EVENTS

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



October 29, 2023

Halloween on Central

Get spooky in downtown St. Pete with trick-or-treating, costume contests, music and food trucks.



November 4-5, 2023

Savor St. Pete

Stroll through Vinoy Bayfront Park, sampling amazing food, beer and wine from local restaurants.



November 10-12, 2023

St. Pete Run Fest

Follow a scenic route by the water and past murals on the 5K, 10K, half marathon or kids' race.



Nov. 24 – Dec. 31, 2023

Enchant

Walk or skate through millions of lights and taste festive treats at this holiday light extravaganza.



ST. PETE CLEARWATER FLORIDA

[f](#) [t](#) [i](#) [p](#) [e](#) [d](#)

# ActOn Database Sign-Ups

October Growth

- Total ActOn List Growth\*: 131
- Webform Sign-Ups: 120
- Giveaway Sign-Ups: 1,461
  - Beach Boys Surfboard Giveaway: 1,445
  - Chris Young Concert at The Sound: 16

\*Includes email sign-ups and unsubscribes

# TAKEAWAYS & NEXT STEPS

One of the big changes for partners this year is an expanded 2024 co-operative marketing and advertising program that provides opportunities to participate in a variety of tried and true as well as new top-performing marketing campaigns ranging from print, online, social, email, out-of-home, broadcast and more. In addition, opportunities exist for arts and attractions partners to participate in programs designed to reach in-market visitors. Here is an overview of the scheduled rollout for 2024:

- November 6th: Partners can download the 2024 Cooperative Advertising Program Media Kit
- Thursday, Nov. 16 at 2 p.m: Partner Zoom Webinar to review all the program offerings
- Sales deadline is Friday, Jan. 19th.
- Thursday, Nov. 30: Date that partners can submit program selections on the Visit St. Pete/Clearwater Partner Portal

In addition, the Partner website redesign and relaunch continues to progress.





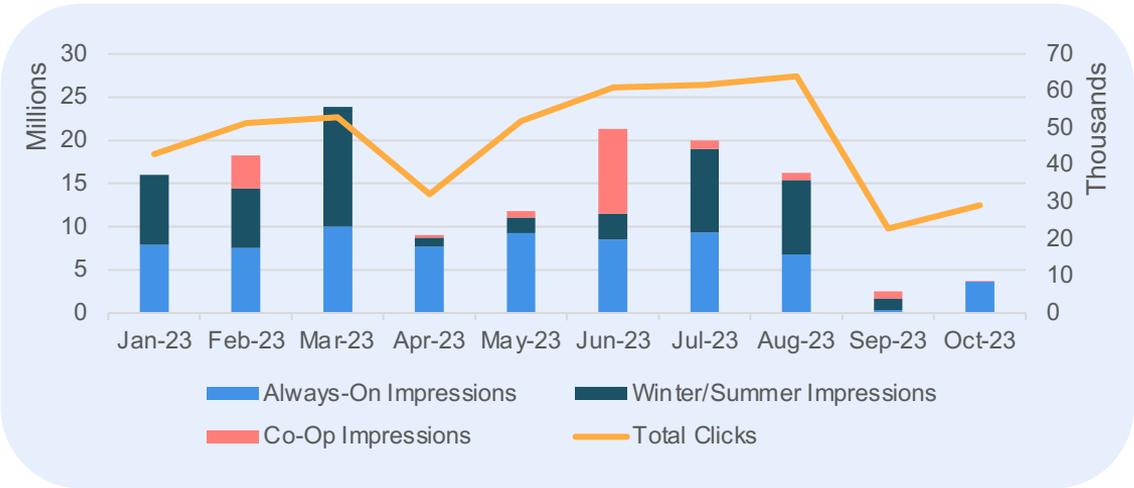
Visit St. Pete/Clearwater  
Digital Paid Media  
Reporting Highlights  
October 2023



ST.PETE  
CLEARWATER

miles  
PARTNERSHIP

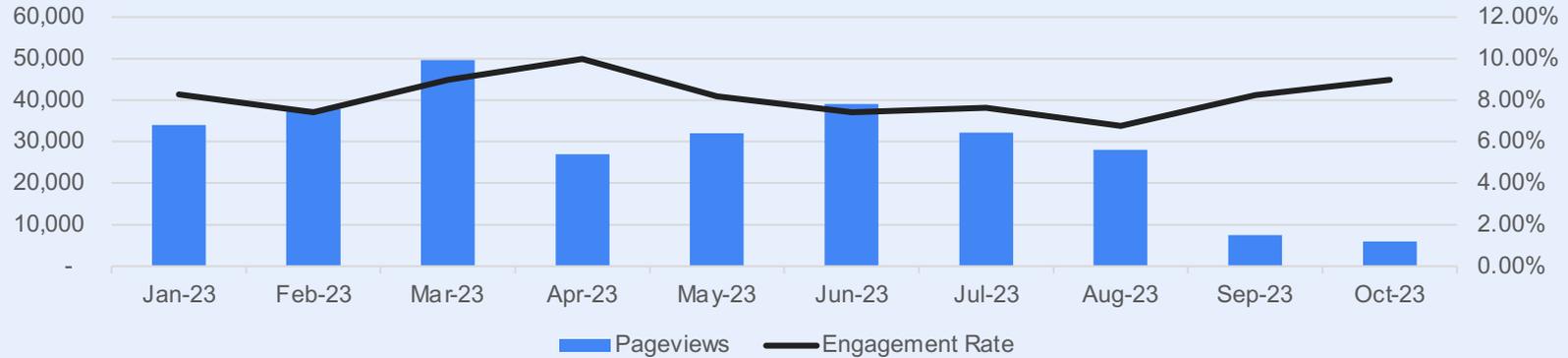
# October Media Activity



Campaign	Format	Partner	October					
			10/2	10/9	10/16	10/23	10/30	
Always On	Display, Native, Video	Ad+Genuity						
Always On	Display, Native	Sojern						
Co-Op	Custom Program	Travelzoo						
Co-Op	Display	Expedia						
Always On	Social	Facebook/Instagram						
Always On	SEM	Google						
Always On	Video	YouTube						

- Impression and click volume up slightly MoM, with the launch of new FY23-24 always-on campaigns mid-month
- Expect volume to increase to more typical monthly levels in November with the launch of more media buys across several partners

# Media-Driven Site Activities



- Pageviews were down 20% MoM, while Engagement Rate (Engagement / Pageviews) was up
- Decline in pageviews likely due to a few reasons:
  - Last month was a more active month for co-op media, which tend to target a lower-funnel audience who are more likely to convert
  - New FY23-24 Always-On programmatic media only ran for 2-3 weeks in Oct, which is not a lot of time for optimizations to be implemented to increase effectiveness

# Media Highlights

- Ad+Genuity programmatic drove the most impressions and conversions, split across display, native, instream, and outstream video formats
  - Outstream video (Teads) was off to a mixed start, with a high 0.17% CTR but a low 58% VCR - working on optimizations to improve VCR
- Fly markets received 75% of spend and drove slightly more efficient CPMs, while Drive markets drove more efficient clicks & conversions

**TRAVELZOO**

Explore top U.S. beaches in this Florida vacation haven

By Camille Guzman



St. Pete/Clearwater is popular among top 10 list-makers for its unmatched mix of standout features—its gorgeous white-sand beaches, scenic waterfront parks and preserves plus sophisticated city happenings, to name just a few. Heck, even the weather favors this paradise on the Gulf of Mexico; St. Petersburg holds the world record for most consecutive days of sunshine (768 to be exact).

Within an easy drive of two airports (St. Pete/Clearwater and Tampa), this rich coastal region gives you every reason to go now. Read on for more of what to see and do, and book a discounted stay with our collection of exclusive offers if you're the type who learns by doing.

[Read More](#)

*Emails with  
Travelzoo drove the  
most clicks*

*The Arts Native creative  
drove the most  
conversions*

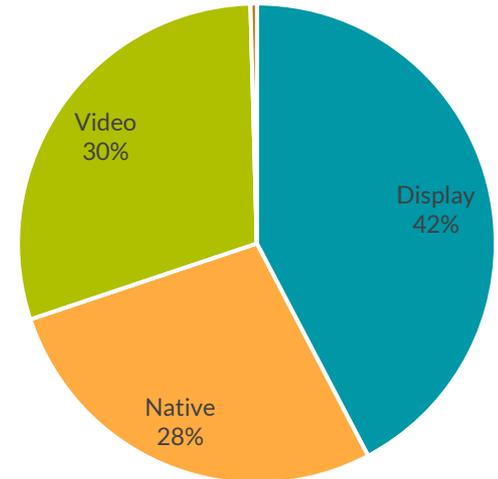


Ad by Visit St. Pete Clearwater

**Let's Get Creative**

See vibrant murals and visit one-of-a-kind museums on your next art escape. Plan now!

*Impressions by Format*



# October MoM SEM Highlights

*Conversion comparisons YoY will continue to be inaccurate due to UA to GA4 transition.*

- Spend was up 0.13% MoM and clicks were down 5.98%. CPC was down 2.79% and cost per conversion was down 19.59%. Impressions were up 14.97% due to Performance Max (correlation to MoM change in clicks and CTR discussed on PMax slide).
- CTR for Search campaigns was up 157.76%, showing improvement thanks to our efforts in removing search partners and display network. However, the over account CTR went down 18% due to the decrease in CTR from our Performance Max campaigns (they were the only campaigns to decrease MoM).
- CPC was down MoM to \$0.35. P-Max drove the lowest CPCs at \$0.15 (flat MoM).
- Cost Per Conversion was \$0.34 in October which is down MoM. We also saw a 24.52% MoM increase in Conversions.
- 67,961 Engaged Sessions which is up 20.44% MoM - The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.
- Overall, October was a steady month, with mostly solid increases in KPIs and only a few slight decreases.

# October YoY SEM Highlights

*Conversion comparisons YoY will continue to be inaccurate due to UA to GA4 transition*

- Impressions and Clicks increased drastically YoY thanks to PMax ads.
  - 933.27% increase in impressions
  - 95.07% increase in clicks
- CPC saw a decrease of 48.8%. CTR saw a decrease of 81% (all campaigns saw decreases YoY except for Plan, just like the previous month's YoY comparison).

Conversion Goal	# of Conversions
Deal Views	210
Time on Site < 1:30	14,162
Travel Deals Discount Page Views	1,231
Total Partner Referrals	2,681
Events View	3,547
Pages Per Session > 2	5,720
Destination Guide Order	28
Newsletter Signup	3

# October Performance Max Results

***Performance Max campaigns saw huge increases in impressions and clicks but a decrease in CTR.***

- Prospecting campaign generated 92,015 clicks at a CPC of \$0.15 (vs. \$1.52 benchmark) and a CTR of 0.91% (vs. 4.63% benchmark)
- The retargeting campaign generated 31,327 clicks at a CPC of \$0.17 (vs. \$1.52 benchmark) and a CTR of 1.83% (vs. 4.63% benchmark)
- Both campaigns saw continued lower CTR and huge increases in impressions which indicates upper funnel placements that are most likely appearing on the display networks.
- Bounce Rate was 42% (GA4), flat MoM. There were 35,028 Engaged Sessions (up MoM) with an average time on site of 1m57s (up MoM).

Conversion Goal	# of Conversions
Deal Views	3
Time on Site < 1:30	10,480
Travel Deals Discount Page Views	7
Total Partner Referrals	893
Events View	787
Pages Per Session > 2	1,491
Destination Guide Order	20
Newsletter Signup	1

# September YouTube Results

***Precise focuses on brand safety by delivering contextually relevant ads in the moment that deliver high VTRs at a consistent cost.***

- 291,998 views via TrueView (up MoM) for \$0.04 CPV with a 75.33% VTR (up MoM).
- Top video for views was All Aboard the Sunrunner, while the top video for VTR was Travel Vlog: Explore with GG in St. Pete Florida.
- Really great performance MoM
- Last month, Precise approached us with the idea of YouTube “shorts”, which is a new placement and will give VSPC additional exposure. We are still waiting on a detailed proposal about this from Precise and will pass along if we find it to be a good fit.

# 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 trading desk; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.

# SOCIAL MEDIA REPORT



## FACEBOOK

**502,460** Engagement

**11,987,163** Impressions

**149,493** Link Clicks

**330,656** Average Daily Reach

**7,799** Shares

**335,585** Total Page Likes

### Top Post

#1 Click to See Post!

Welcome to Il Chicks Yummy Creations, a charming...

**2.9K** Likes

**25K** Link Clicks

**458** Shares

**964** Comments

### Top Posts

#1 **1,321** Likes **18** Comments **77** Saves

#2 **893** Likes **47** Comments **64** Saves

#3 **891** Likes **12** Comments **52** Saves

**86.7K** Followers

**19,761** Engagement

**586,403** Impressions

**47,611** Story Views

**274,711** Video Views

**1,606** Saves

## INSTAGRAM

## TWITTER

**110,839** Followers

**6,561** Engagement

**243,197** Impressions

**567** Link Clicks

**2,919** Favorites

**534** Retweets

### Top Posts

#1 Click to See Post!

The stage is set!  
@RaysBaseball vs Rangers...

**18** Retweets

**147** Favorites

**5** Replies

**127** Link Clicks

### Top Video

#1 Here's how it works

Click to See Post!

**160K** Total Views

### Top Shorts

#1 **796** Likes **15** Comments **27K** Views

Click to See Post!

#2 **52** Likes **6** Comments **1.6K** Views

**23,862** Subscribers

**50** New Subscribers

**546,000** Minutes Watched

**25,2714** Views

**254** Shares

**329** Likes

## YOUTUBE

## PINTEREST

**5,785** Followers

**40,190** Impressions

**2.3%** Pin Click Rate

**134** Saves

**1,210** Engagement

**177** Outbound Clicks

### Top Posts

#1 Click to See Post!

#2 **3.7K** Views

**2.4K** Views

**7** Saves

**2** Saves