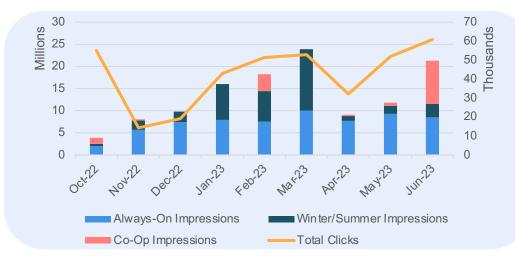
Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights





June Media Activity



- Impressions and clicks were up again MoM, this time due to high-volume from Visit Florida "Co-Op the Co-Op" program
- Summer Audio buy and Arts Co-Op programs also launched

					June	June
Campaign	Format	Partner	5/29	5/29 6/5	5/29 6/5 6/12	5/29 6/5 6/12 6/19
Always On	Display, Native, Pre- <u>Roll</u>	Ad+Genuity				
Always On	Teads In- Feed Video	Ad+Genuity				
Always On	Display, Native, Pre- Roll	Sojern				
Always On	Articles, Canvas, Stories	Nativo				
Always On	Diplay, Native	Expedia				
Always On	Custom Program	Atlas Obscura				
Summer	Audio	Ad+Genuity				
Summer	Rich Media	PadSquad				
Summer	Rich Media	Undertone				
Co-Op	Display	Visit Florida / Ad+Genuity				
Arts Co-Op	Display	Ad+Genuity				
Always On	Social	Facebook/ Instagram				
Always On	SEM	Google				
Always On	Video	YouTube				

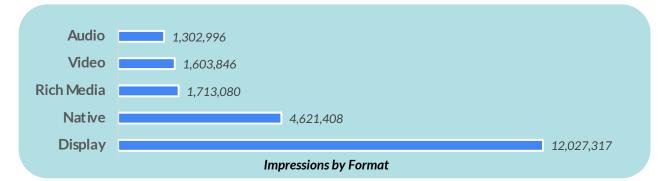
June Media-Driven Site Activities



• Pageviews were up MoM, while overall Engagement rate declined

Media Highlights

- PadSquad drove the most pageviews this month, although the engagement rate was much lower than other placements (0.47% vs. 7.18% campaign average excluding co-op)
- Ad+Genuity/Basis drove the most site engagements, followed by Sojern
- Newly launched Audio Ads delivered 1.3M impressions across
 Pandora, Soundcloud, and Spotify and had a 98% completion rate





PadSquad Press & Hold creative droves the most clicks (1.99% CTR!) and pageviews

Sojern – Check-In

October 2022 - June 2023

Tactic	Impressions	Clicks	CTR	CPC	Cost	PVs	C/PV	PV Rate	Engagements	C/Eng	Eng Rate
PreRoll Video Ads	4,950,365	75,775	1.53%	\$ 0.91	\$ 69,305	50,432	\$ 1.37	1.02%	956	\$ 72.49	1.90%
High Impact Billboard Ads	4,902,381	3,855	0.08%	\$ 10.17	\$ 39,219	16,548	\$ 2.37	0.34%	2,282	\$ 17.19	13.79%
Native Ads	3,794,859	1,807	0.05%	\$ 15.75	\$ 28,461	18,297	\$ 1.56	0.48%	2,812	\$ 10.12	15.37%
Display Ads AV	1,171,267	960	0.08%	\$ -	\$ -	12,235	\$ -	1.04%	2,075	\$ -	16.96%

- Always-On programmatic partner Sojern has been a consistent top performer across all key benchmarks, including C/PV, PV Rate, and Engagement Rate
- Pre-Roll Video Ads perform well on VCR (73%) and excellent on CTR and PV Rate, while Native Ads drove the most efficient Engagements
- Performance in Adara, particularly for flight bookings, is among the best of any individual partner – however, hotel results are likely skewed by the unplanned inclusion of Tampa in geo-targeting (an error corrected in May)



	Total Hotel Bookings	% of Business Travelers	ADR	Total Revenue	1000	Revenue Per 1000 Uniques
	2,919	42%	\$213.39	\$ 1,958,673	\$ 163.21	\$ 348.15
						· · · · · · · · · · · · · · · · · · ·
A	Total Flight Bookings	% of Business Travelers	Average Length of Stay	Passengers	Passengers per 1000 impressions	Passengers Per 1000 Uniques

5.10

10.819

0.90

4.65

26%

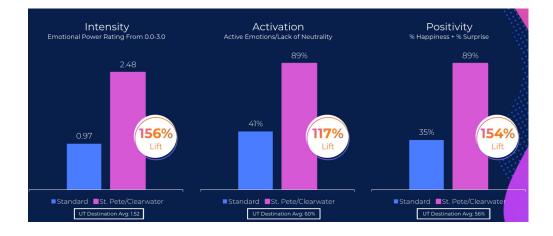
7.576

Undertone – System1 Study

- As an Added Value benefit of our 2022-2023 media buy with Undertone, VSPC's Bottom Adhesion rich media unit was tested by System1 for various emotional responses tied to decision-making behaviors
- The results were outstanding outperforming all benchmarks and putting VSPC in the top 1% of all campaigns ever measured
- The ad also earned a 49% Unaided Brand Recall (3.5X Kantar norms) and 92%
 Consideration Intent (2x Kantar norms)
- Beach scenery drove highest attention & reported happiness among respondents

VSPC Bottom Adhesion creative





June MoM SEM Highlights

SEM did not hit its budget target but performed well despite this. Changes in conversion set up due to GA4 transition possibly affected results.

- June spend fell short of the \$60k SEM budget for the first time. Spend was down 11% MoM but clicks and CPC both did well. Conversions paced with the drop in spent and everything is pacing correctly in July so far.
- Clicks were down 1% MoM. Individual campaign performance was mixed but the P-Max prospecting campaign is back up and performing very well.
- CPC was down 11% MoM to \$0.49. P-Max is back to driving the lowest CPCs at \$0.29 for remarketing and \$0.0.35 for prospecting.
- GA4 became the default analytics platform July 1 replacing Universal Analytics. This will not create a break in continuity for most stats, but it is fundamentally different way Google is tracking data and could create some differences in conversion data comparisons in the near term.
- 435,686 Engaged Sessions (new GA4 stat) 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, June saw improved results vs. May and is a bounce back from numbers that were a little off last month.

 Come see Why Clearwater Beach is one of America's Best Beaches! Places to Stay. Family Fun

Activities. America's Best Beaches. Best FL Beaches. Destinations: Clearwater Beach, Treasure Island

America's Best Beaches I Home to Clearwater Beach

Things To Do Fun Vacation Activities New Attractions & Exhibits

Find Places To Stay

Stay in a Beachfront Resort

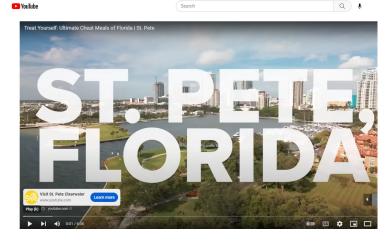
Beautiful Hotels, Vacation Rentals

Ad · www.visitstpeteclearwater.com/st_pete

35+ Miles of Beaches Warm Gulf Waters Year-Round Fiery Sunsets & Soft White Sands

7274647200

Trip Ideas FL Travel Ideas Each Month St. Pete/Clearwater Getaway Ideas



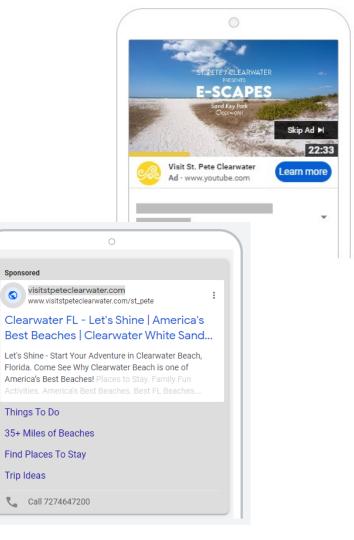
* Industry benchmarking source: https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks

June YoY SEM Highlights

YoY results continue to be strong despite a drop in spend this month.

- All KPIs were up in June YoY except conversion rate (down 11%). Clicks and conversions were both up on an 11% drop in spend.
- P-Max launched in August 2022, and we will see these increases until August 2023 when we get the first YoY P-Max vs. P-Max results.

Conversion Goal	# of Conversions
Deal Views	175
Time on Site < 1:30	19,165
Travel Deals Discount Page Views	6,663
Total Partner Referrals	9,505
Events View	4,781
Pages Per Session >2	13,043
Destination Guide Order	129
Newsletter Signup	17

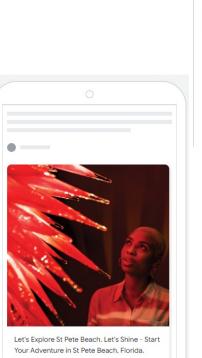


June Performance Max Results

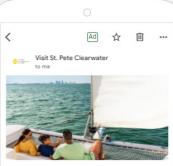
Performance Max came back strong in June (clicks up 16% MoM) but we are seeing more upper funnel placements.

- Prospecting campaign generated 32,959 clicks at a CPC of \$0.36 (vs. \$1.52 benchmark) and a CTR of 3.06% (vs. 4.63% benchmark)
- The retargeting campaign generated 11,828 clicks at a CPC of \$0.35 (vs. \$1.52 benchmark) and a CTR of 4.93% (vs. 4.63% benchmark)
- Both campaigns saw drops in CTR which indicates upper funnel placements.
- P-Max engagement continues to be steady but did increase a little.
- Bounce Rate was 57% and page per session were 1.63. There were 21,642 Engaged Sessions

Conversion Goal	# of Conversions
Deal Views	21
Time on Site < 1:30	8,112
Travel Deals Discount Page Views	63
Total Partner Referrals	5,436
Events View	2,646
Pages Per Session >2	5,126
Destination Guide Order	67
Newsletter Signup	13



Ad . Visit St. Pete Clearwater



St. Pete Beach - Let's Shine

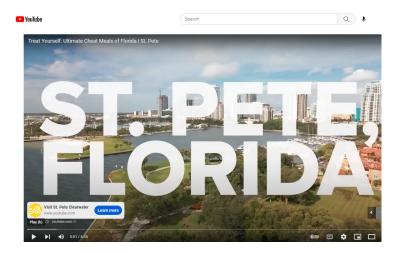
Build Sandcastles & Watch Gorgeous Sunsets! Plan Your St Pete Beach Visit Today.

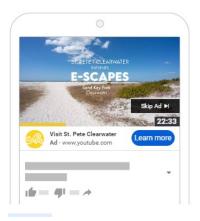
Learn more

June Video Results

Fixed costs deliver consistent results with little variation views MoM. Precise delivers strong VTRs.

- 270,137 views on YouTube for \$0.035 CPV with a 76% VTR
- In Feed Ads had 39,520 clicks to view for an \$.08 CPC
- Males 18–34 still drive the most views (15% not including "unknown" views) and is consistent with past months.
- Consider switching creatives for video. New creative could help with possible creative fatigue.





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 (<u>https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/</u>)
- 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
- Nativo: Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- Atlas Obscura: Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **PadSquad:** Rich Media vendor specializing in interactive, mobile units distributed across a network of premium publishers
- Undertone: Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- Travelzoo: Online publisher of unique travel deals reaching 28M members worldwide.

Visit St. Pete/Clearwater Monthly Website Reporting June 2023





Executive Summary

The monthly Data Studio report is available here.

TRAFFIC & ENGAGEMENT

VSPC's website had strong performance (Sessions) in June, with an increase of 23% compared to June-2022 (357,775 vs 291,408). Pageviews also climbed, up 19% (689,304 vs 577,559). Florida cities, as is typical in the summer months, were the top performers with Tampa St. Pete, Orlando, and Miami/Ft. Lauderdale all in the top five spots, and Florida overall representing one-third of all USA traffic. Georgia, Ohio, Virginia and New York were also top traffic sources with North Carolina (up 142%) and Michigan (up 513%) posting big year-over-year gains. There was however some moderate deterioration in Bounce rate, up a bit (3.5%) from 63.1% to 65.4%, as well as a slip in Average Session Duration, down 8 seconds or 10%. However, with strong growth in traffic, it's not uncommon to see some moderate slips in engagement metrics.

Nearly all traffic channels had strong growth in Sessions. Organic, the largest channel with nearly double the traffic of the next largest (Paid Search) and 42% of all traffic had an impressive 24% increase. Here are the results for the top five channels:

- Organic Sessions: Up 24%: 187k versus 151k sessions;
- Paid Search: Up 11%: 96k versus 86k sessions;
- Social: Up 2%: 56k versus 55k sessions;
- Direct: Down 11%: 41k versus 46k sessions;
- Display: Up 794%: 27k versus 3k.

For International traffic, Canadian site visits had another big surge like last month, up 209% from 4.5k sessions last June to over 14k this year. Canada was added to the Geo Targeting over the past year, and it appears to be generating strong results. Other movers on the International scene included the United Kingdom (up 92%) and Germany (up 56%).



Executive Summary

The monthly Data Studio report is available here.

SIGNALS OF INTENT TO TRAVEL & PARTNER ENGAGEMENTS

Specific engagements that are measured by actions on the site were largely up in June year-over-year. There was another big uptick in Destination Magazine Orders (up 160% with 2.129 orders this June compared to 820 last year) and although the timing of the guide's deployment carried a bit year/year - YTD from JAN-JUN of 2023 versus the same period in 2022 the trend is still strong, up 29%. Enews Sign-ups also had a moderate increase (up 7%), there was an uptick in Partner Referrals (up 19%) and finally Event Views had a robust increase of 25% (47k versus 41k). The only soft spots were for Deal Views, which had a significant decrease of 77% year-over-year for June and Travel Deal Discount Page Views which was down 17%.

CONTENT PERFORMANCE

As noted, there was a nice increase in Pageviews for the site, with some very solid Average time on Page performance for a variety of articles and landing pages that demonstrate great engagement with inspirational and trip-planning content. Here are the top performing pages in terms of total pageviews year-over-year for June and June-2023 stats (data reflects pageviews from Organic Search only, Average Time shown is in Seconds):

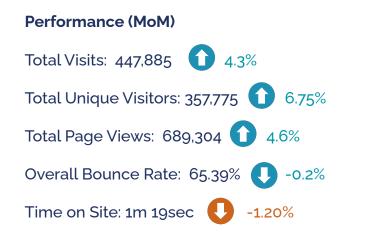
				Jun-23	Jun-23
Page	Pviews -23	Pviews -2	% Change	Avg. Time E	Intrances
www./current-beach-conditions	18832	5778	226%	145.69	15172
www./communities/clearwater-beach	13860	5036	175%	157.74	11146
www./events-festivals	13764	9759	41%	88.84	9926
www./profile/pier-60-clearwater-beach/139755	11478	10150	13%	315.22	9576
www./things-to-do	4607	3897	18%	95.70	2762

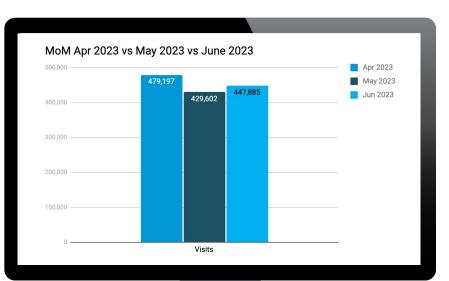
Google Analytics





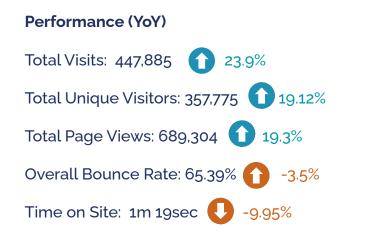
Total Leisure Site Traffic, Page Views & Engagement

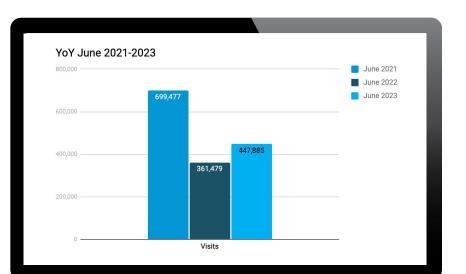






Total Leisure Site Traffic, Page Views & Engagement







Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

July 1, 2022 through June 30, 2023

Total Traffic/Sessions: 5,267,861 14.00%

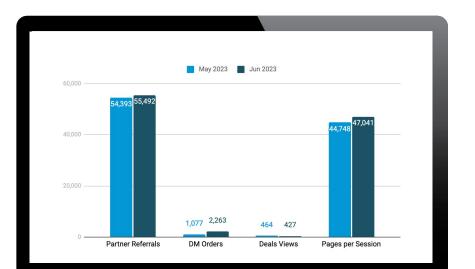
Unique Visitors: 4,084,044 1 26.03%

Page Views: 8,202,418 16.05%

KPIs

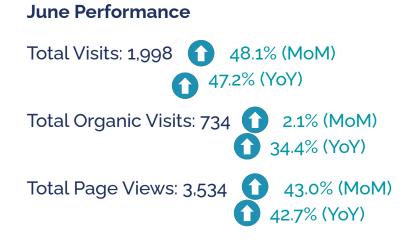
Performance (MoM)

- Partner Referrals: 55,492
- DM Orders: 2,263
- Tripadvisor Clicks: 860
- Newsletter Sign-Ups: 124
- Deals Views: 427
- Time on Site: 1m 19sec
- Pages per Session: 47,041





Total Industry Site Traffic, Page Views & Engagement



Top Pages Viewed

- Homepage: 654 10.1% (MoM)
- /info/staff-directory: 284 89.3% (MoM)
 /reporting/department-reports: 200 239.0% (MoM)

2023-2024 Gulf to Bay Digital Guide

Performance: Start May 4, 2023 - June 30, 2023

- PDF Downloads: 26
- Sessions: 2,342
- Pageviews: 112,474
- Pages/Session: 48.02
- Avg. Session Duration: 4m 53sec
- Device Category:
 - Mobile: 991 sessions
 - Desktop: 1,238 sessions
 - Tablet: 113 Sessions





Partner Digital Advertising: Website Performance Overview

IMPRESSIONS	CLICK-THROUGH RATE	VIEWA	BLE IMPRESSIONS	VIEWABLE PERCENT		AVERAGE CPM	
Total impressions 681,673 # 23,992 from previous year	Total CTR 1.59% •-0.35% from previous year	382,12	Viewable Impressions V 382,129 5 + 4.283 from previous year		Total average eCPM \$17.40 • \$-0.26 from previous year		
Line item type 🔻	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions 🔻	
Standard	1.55%	577,197	-	1.60%	6,836	426,226	
Sponsorship	1.17%	8,885	STPE: Communities	1.67%	2,296	137,856	
House	0.53%	1,518	STPE: Things to Do	1.37%	1,333	96,974	
Bulk	1.84%	94,073	STPE: Attractions	1.14%	141	12,397	
			STPE: Places to Stay	2.11%	241	11,425	
			STPE: Form	1.17%	104	8,885	
Creative size (delivered) 🔻	Total CTR	Total impressions	STPE: Museums	1.10%	51	4,635	
Fluid	1.59%	681.673	STPE: Fishing	0.64%	12	1,880	
			STPE: Golf	0.57%	8	1,396	
			STPE: Boating & Outdoors	1.60%	14	876	
			STPE: Beaches	1.52%	11	72:	
			STPE: Sports	1.01%	3	298	
			STPE: All Other	0.38%	1	262	
Device category 🔻	Total CTR	Total impressions					
Tablet	1.87%	21,956					
Smartphone	1.51%	480,883					
Desktop	1.76%	178,749					
Connected TV	1.18%	85					
						1-13/13 < >	
IRISH CARROLL TRAVEL MEDIA SAL	ES & MARKETING EXECUTIVE			6		1.	
d (941) 342-2390				ST.PE		miles	
e IRISH.CARROLL@MILESPARTNERSH	IPCOM			CLEA	RWATER	PARTNERSHIP	

Organic Traffic





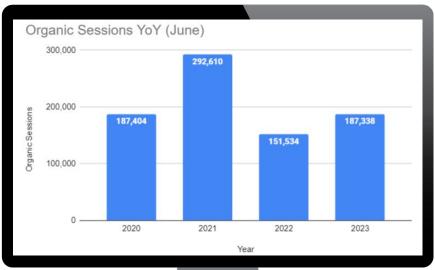
Organic Traffic

The 187,338 organic landing page sessions in June 2023 represented a year-over-year increase of 23.6%. Organic sessions were down when compared to June 2021 by 36.0%. There were 66 more organic landing page sessions in June 2020 than there were in June 2023. The organic sessions in June 2023 represented a 0.9% decrease from the 31-day period covering May 1-31. Compared to the previous 30-day period of May 2-30, organic landing page sessions were up 2.5%.

The Current Beach Conditions page reclaimed the top spot in terms of organic landing page sessions generated with 15,118 in June 2023. Those landing page sessions represented a 242.1% YoY increase and a decrease of 79.3% from June 2021.

After ranking first in organic landing page sessions in May 2023, the Clearwater Beach /communities page was behind the Current Beach Conditions page in June with 11,044 organic landing page sessions. That was a YoY increase of 222.6% for the Clearwater Beach /communities pages, but all URLs containing /communities were just up 1.2% YoY.

Of the URLs ranked from third to 10th in organic landing page sessions in June 2023, only two saw a YoY decrease. The Events and Festivals landing page and the Webcams page ranked third and 10th, respectively. Those two pages had a YoY increase in sessions of more than 50 percent, while the Fourth of July celebrations page was fifth for the month with 6,133 sessions (a YoY increase of 1,637.4%).





Organic Traffic

Summary (Continued)

Organic traffic sessions for the homepage were down 7.1% YoY. The Things to Do landing page saw a 24.3% increase YoY in organic landing page sessions with 2,772. It was credited with an average session duration of 3:08 (vs. 2:50 in June 2022) and an average of 2.64 pages per organic session (vs. 2.47 in June 2022).

URLs containing /event were up 55.5% YoY in combined landing page sessions with 11,185. Those URLs had an organic bounce rate of 65.4, a YoY increase of 0.7%. In terms of average organic session duration and pages per organic session, the URLs with /event were down YoY 12.8% and 14.0%, respectively.

June's organic bounce rate of 56.4% represented a YoY increase of 1.4% from June 2022's 55.6% organic bounce rate. The average pages per organic session (1.62) was up by 0.2% YoY and the average organic session duration (1:42) was down two seconds from last June.

Organically, there were 104,635 goal completions compared to 82,475 goal completions in June 2022. Of the organic goal completions in June 2023, 36,893 were sessions lasting longer than 90 seconds, 25,016 were partner referrals, and 22,878 were sessions of two pages or more.

Top 10 Locations for Organic Landing Page Sessions:

- Tampa 13,258 (Up 0.4% YoY)
- (not set) 11,761 (Up 89.8% YoY)
- Atlanta 9,683 (Down 26.4% YoY)
- St. Petersburg 7,542 (Up 11.8% YoY)
- Miami 7,184 (Up 110.5% YoY)
- Orlando 5,999 (Up 33.9% YoY)
- Clearwater 3,751 (Up 14.3% YoY)
- New York 2,452 (Down 90.7% YoY)
- Chicago 2,230 (Down 67.0% YoY)
- Largo 1,917 (Up 19.8% YoY)

Top 10 Organic Landing Pages Performance vs. June 2022

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitstpeteclearwater.com/current-beach-conditions	15118	64.50%	1.39	59.33
www.visitstpeteclearwater.com/current-beach-conditions	4419	72.66%	1.28	50.05
www.visitstpeteclearwater.com/communities/clearwater-beach	11044	65.43%	1.78	104.71
www.visitstpeteclearwater.com/communities/clearwater-beach	3424	57.07%	1.91	123.91
www.visitstpeteclearwater.com/events-festivals	9915	47.95%	2.37	137.08
www.visitstpeteclearwater.com/events-festivals	6395	57.54%	2.11	121.89
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	9573	64.27%	1.34	87.4
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	8637	60.35%	1.32	72.16
www.visitstpeteclearwater.com/fourth-july-celebrations	6133	41.76%	2.2	129.6
www.visitstpeteclearwater.com/fourth-july-celebrations	353	51.84%	1.99	94.78
www.visitstpeteclearwater.com/	4958	59.50%	2.46	156.1
www.visitstpeteclearwater.com/	5336	55.51%	2.41	158
www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598	3323	62.44%	1.37	84.24
www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598	2818	56.03%	1.26	96.67
www.visitstpeteclearwater.com/things-to-do	2772	52.71%	2.64	187.95
www.visitstpeteclearwater.com/things-to-do	2231	55.63%	2.47	170.47
www.visitstpeteclearwater.com/article/fort-de-soto-park	2876	36.58%	1.45	121.29
www.visitstpeteclearwater.com/article/fort-de-soto-park	3455	31.46%	1.43	122.2
www.visitstpeteclearwater.com/things-to-do/webcams	3027	82.72%	1.28	64.91
www.visitstpeteclearwater.com/things-to-do/webcams	2000	84.65%	1.27	44.13
(All Landing Pages) June 2023	187338	56.36%	1.63	101.51
(All Landing Pages) June 2022	151534	55.56%	1.62	104.34
June 2022 Performance in Yellow				

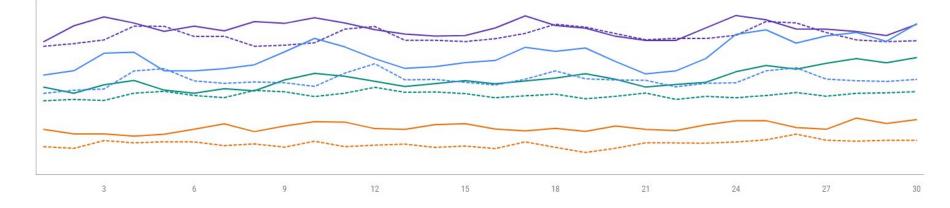
URL Types June 2023 vs. June 2022

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
June 2023 (all URLs containing /profile)	53474	60.46%	1.29	71.77
June 2022 (all URLs containing /profile)	46904	59.35%	1.26	66.08
June 2023 (all URLs containing /event/)	11185	65.35%	1.25	62.5
June 2022 (all URLs containing /event/)	7194	64.89%	1.44	72.68
June 2023 (all URLs containing /communities)	25857	64.35%	1.78	107.48
June 2022 (all URLs containing /communities)	25731	61.07%	1.88	119.15
June 2023 (all URLs containing /article/)	19463	39.28%	1.54	126.73
June 2022 (all URLs containing /article/)	19027	37.18%	1.53	132.06
June 2023 (all URLs containing /list/)	12840	39.83%	1.62	130.8
June 2022 (all URLs containing /list/)	12760	42.26%	1.7	124.85
June 2023 (all URLs containing /things-to-do/)	7611	63.07%	1.7	112.14
June 2022 (all URLs containing /things-to-do/)	7419	59.06%	1.72	116.9
June 2023 (all URLs containing /eat-drink)	2606	56.49%	2.12	122.63
June 2022 (all URLs containing /eat-drink)	2456	55.17%	2.17	134.22
June 2023 (all URLs containing /places-to-stay)	1727	44.70%	2.67	187
June 2022 (all URLs containing /places-to-stay)	801	46.94%	2.61	179.64
June 2022 performance in yellow				

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

Google Search Console Comparison vs. June 2022





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

Top queries	Clicks 6/1/23 - 6/30/23	Clicks 6/1/22 - 6/30/22	↓ Clicks Difference	Impressions 6/1/23 - 6/30/23	Impressions 6/1/22 - 6/30/22	Impressions Difference
clearwater beach	7,355	3,145	4,210	176,779	196,296	-19,517
clearwater beach florida	840	352	488	17,939	17,712	227
clearwater beach flag color today	463	111	352	936	277	659
coachman park grand opening	262	0	262	1,779	0	1,779
clearwater beach conditions	300	55	245	488	101	387
caladesi island	357	132	225	17,506	24,203	-6,697
honeymoon island	297	83	214	38,341	35,827	2,514
john's pass village and boardwalk photos	206	0	206	1,779	0	1,779
clearwater beach water quality today	190	0	190	527	0	527
treasure island fireworks 2023	155	0	155	439	0	439

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

Top queries	Clicks 6/1/23 - 6/30/23	Clicks 6/1/22 - 6/30/22	↑ Clicks Difference	Impressions 6/1/23 - 6/30/23	Impressions 6/1/22 - 6/30/22	Impressions Difference
clearwater florida	710	1,269	-559	91,613	116,334	-24,721
st pete beach	653	1,108	-455	43,380	43,224	156
clearwater	811	1,145	-334	96,333	91,411	4,922
fort desoto beach	260	531	-271	6,052	5,912	140
st petersburg	219	451	-232	55,415	57,206	-1,791
st petes beach	112	329	-217	5,761	7,210	-1,449
treasure island florida	246	430	-184	34,921	40,791	-5,870
first friday st pete	25	187	-162	1,041	1,513	-472
treasure island beach	371	528	-157	14,890	18,269	-3,379
pier 60	2,113	2,269	-156	9,803	12,053	-2,250

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

Top pages	Clicks 6/1/23 - 6/30/23	Clicks 6/1/22 - 6/30/22	↓ Clicks Difference	Impressions 6/1/23 - 6/30/23	Impressions 6/1/22 - 6/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	14,509	4,185	10,324	165,306	74,019	91,287
https://www.visitstpeteclearwater.com/communities/clearwater-beach	9,968	2,345	7,623	374,042	506,575	-132,533
https://www.visitstpeteclearwater.com/fourth-july-celebrations	5,662	244	5,418	32,127	4,336	27,791
https://www.visitstpeteclearwater.com/events-festivals	8,912	6,022	2,890	157,612	127,353	30,259
https://www.visitstpeteclearwater.com/profile/honeymoon-island-state-park/138397	988	224	764	101,719	72,684	29,035
https://www.visitstpeteclearwater.com/event/treasure-island-4th-july-fireworks/2141	1,175	555	620	4,540	5,010	-470
https://www.visitstpeteclearwater.com/places-to-stay-clearwater-beach	661	115	546	149,761	20,753	129,008
https://www.visitstpeteclearwater.com/things-to-do/webcams	2,200	1,659	541	62,588	34,235	28,353
https://www.visitstpeteclearwater.com/all-events	529	0	529	39,611	0	39,611
https://www.visitstpeteclearwater.com/event/coachman-park-grand-opening-celebration -week-exciting-events/49776	505	0	505	9,691	0	9,691

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

Top pages	Clicks 6/1/23 - 6/30/23	Clicks 6/1/22 - 6/30/22	↑ Clicks Difference	Impressions 6/1/23 - 6/30/23	Impressions 6/1/22 - 6/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/communities/clearwater	1,925	5,445	-3,520	313,619	536,058	-222,439
https://www.visitstpeteclearwater.com/communities/st-pete-beach	1,020	2,339	-1,319	157,342	144,571	12,771
https://www.visitstpeteclearwater.com/event/events-this-month	0	1,269	-1,269	0	32,473	-32,473
https://www.visitstpeteclearwater.com/	2,935	3,849	-914	523,267	775,339	-252,072
https://www.visitstpeteclearwater.com/list/ultimate-list-of-street-art-st-pete	0	652	-652	0	14,707	-14,707
https://www.visitstpeteclearwater.com/communities/treasure-island	1,310	1,939	-629	139,676	155,935	-16,259
https://www.visitstpeteclearwater.com/things-to-do/attractions	1,423	2,038	-615	84,848	93,089	-8,241
https://www.visitstpeteclearwater.com/communities/st-petersburg	917	1,384	-467	133,043	59,288	73,755
https://www.visitstpeteclearwater.com/event/summer-events-festivals	100	546	-446	1,961	6,444	-4,483
https://www.visitstpeteclearwater.com/list/beach-every-mood	968	1,400	-432	124,920	191,717	-66,797

Content Updates & Email Performance





June Content Updates

Strategic Projects

• Dog-Friendly Breweries

New/Rewritten Articles and Listings

- Juneteenth landing page
- The Sound at Coachman Park landing page
- Summer Events & Festivals page
- Black History Matters Block Party

Media-Related Projects

- Ultimate Grouper Sandwich
- Barbie itinerary

beaches v explore v do v eat & drink v plan v search Q

Dog-Friendly Craft Breweries on the Gulp Coast

Feel free to bring Fido and Rover along when you visit these craft breweries in St. Pete/Clearwater.



about as dog-friendly as they

ST.PETE CLEARWATER

> Lots of follos who love carb beer also love their dogs. Fortunately, plenty of **carb breweries** in St. Peter/Clearesuler have outdoor spaces that welcome dogs as well as their poople. The breweries typically offer water bowls and dogg treads – and some do much more – for beloved carine companients Several hovewells also hold fur events that nake money for local animal rescue organizations.

Pinellas Ale Works in St. Pete was named the most pet-friendly brewery in the U.S. beaches v explore v do v eat & drink v plan v search Q

Your Ultimate Barbiecore Vacation in St. Pete/Clearwater

Want to celebrate America's favorite beach babe? "Think pink" and follow our Barbiccore itinerary. You'll be living your Barbie dream from sunrise to sunset.



Put on your rose-colored glasses and head to St. Pete/Clearwater: Just in time for the **Barble** movie release on July 21, 2023, we've gathered these fun ideas for a Florida vacation – in every shade of pink you can imagine.

"Get your sparkle on and show this world where you belong." ~Barbie

June Content Updates

Updates/Fact-Checks

- LGBTQ+ Owned Businesses
- Museum of Fine Arts listing
- Big Storm Brewing Co. listing
- Gulp Coast Central Region
- Green & Sustainable Hotel article
- Sunsets at Pier 60 listing
- Clearwater Marine Aquarium listing
- Discover the Dali Museum article
- A Day at Clearwater Marine Aquarium
- Museum of Fine Arts listing
- Museum of the American Arts & Crafts Movement
- Fishing landing page
- Hubbard's Marina Deep Sea Fishing listing
- Events & Festivals
- Pet-Friendly Vacations
- Murals in the Deuces Live District article
- Deuces Live District page
- Sport Authority listing

A Guide to LGBTQ-Owned Businesses in St. Pete & Clearwater

Check out some of the top recommended gay-owned spots for dining, shopping, partying and more.



St. Pete shopping spots like Zazoo'd in the Central Arts District embody the city's creative it an order

Dreamy beach escapes and casinos aren't the only things you'll find in Florida. If you're an LGBTO- traveler. St. Pete / Cleanvater is full of LGBTO--owned businesses you'll love to support.

Whether you're looking for somewhere to gamble the weekend away or buy loud-and-proud rainbow-colored souverins for your flamboyant family, keep these SL Peter/Clearwater gay-owned businesses in mind when creating your itinerary.

Where to Stay It's not a gay Florida getaway without the right hotels. Here are the

best gay-friendly accommodations in lively St Pete/Clearwate Casa Del Merman at Gaystoete House ST.PETE CLEARWATER beaches ✓ explore ✓ do ✓ eat & drink ✓ plan ✓ search Q

Green and Sustainable Hotels in St. Pete/Clearwater



Imong its sustainability efforts, he Don Cefair takes steps to protect sea turties that nest on II. Pete Bleach

> Bright blue skies, stuming beaches, swaying paim trees, pristhe waterways – Mother Nature is the star of the show here in St. Pete/Claarwater Visitors who want to help protect these gorgoous surroundings can stay in environmentally friendly hotels and join in their efforts to be good stewards of this beautiful area.

What Makes a Hotel "Green" or Sustainable?

VSPC June 2023 Enews Performance

Email Subject Line: Clearwater Beach wins #1 Beach in the South!

Featured Partner: TradeWinds Island Resort

Sponsored Content: Wyndham Grand Clearwater Beach

Send Date	6/15/23			
Total Delivered	199.703			
Sessions	1,072			
Bounce Rate	57%			
Total Unique Clicks	1,418			
Total CTR	0.71%			
Featured Clicks	268			
Sponsored Clicks	382			
Opt Outs	406			







Check Out the #1 Beach in the South!

Who doesn't love abundant sunshine, miles of sugar-sand, aquamarine water and as much (or as little) as you care to do? The readers of USA Today are clearly fans of **Clearwater Beach** — they recently voted it "Best Beach in the South." Find your perfect beach day here!

START PLANNING

FEATURED PARTNER TradeWinds Island Resorts



Just Let Go With Your Furry Friend

Our "Just Press Paws" three-night package includes discounted room rates and fetching amenities like pienty of pet swag, a leash-free play zone, doggie drinking fountain, designated walking zones and more!

JUST PRESS PAWS





Hankering for a refreshing craft brew at the end of a day of sightseeing, but still have the kids in tow? Head to any of these **family-friendly breweries** to find kid-approved outdoor spaces, games and live music.

SIP AND SAVOR

SPONSORED CONTENT Wyndham Grand Clearwater Beach





A Grand Summer Sale-a-bration, 25% Off?

Pack your bags and head to Florida's Gulf Coast. Summer is the perfect time to relax poolside, dine with sunset views and explore miles of white-sand beaches. Book now for 25% off and a \$50 resort credit.

BOOK YOUR GETAWAY

~~~~~



#### It's Easy to Keep Your Cool

Cheer for the Tampa Bay Rays In air-conditioned comfort, make a splash at a water park and visit a children's museum. Here are just a few ways to beat the heat during a summer family vacation in St. Pete/Clearwater.

STAY CHILL

#### CAN'T-MISS EVENTS

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





Through Oct. 22, 2023 July 1, 2023
Where Ideas Come From: Dali's Sunshine City Roller Derby
Drawlons

Explore the creative process behind the famous Surrealist's works.







July 4, 2023 Fourth of July Nightly year-round Sunsets at Pier 60

Celebrate with fireworks at reimagined Coachman Park, the St. Pete Pier and other locations. Head to Clearwater Beach to enjoy artisans, street performers and incredibly vibrant sunsets.



# ActOn Database Sign-Ups

### June Growth

- Total ActOn List Growth\*: 496
- Webform Sign-Ups: 124
- "Let's Play All Day" Giveaway Sign-Ups:
  - **177 Entries**
  - 76 Email Subscribed

\*Includes email sign-ups and unsubscribes

# Video Performance



ST.PETE CLEARWATER



# VSPC Facebook Video Performance in June

Data pulled as of 7/5/23

| Video Titles                                  | Date<br>Published | First 7<br>Days'<br>Views | <b>Total Video</b><br><b>Views</b><br>(3+ seconds) | Avg. Daily<br>Views<br>[Total/Da<br>ys Live] | Video<br>Length | Avg.<br>Minutes<br>Viewed | Engagement<br>Metrics                    |
|-----------------------------------------------|-------------------|---------------------------|----------------------------------------------------|----------------------------------------------|-----------------|---------------------------|------------------------------------------|
| Indulging With:<br>William Dean<br>Chocolates | 6/07/23           | 2,684                     | 3,129                                              | 112                                          | 2:51            | 0:06                      | 93 reactions<br>16 shares<br>17 comments |

### VSPC Instagram Video Performance in June

Data pulled as of 7/05/23

| Video Titles                                | Date<br>Published | <b>Total Video</b><br><b>Views</b><br>(3+ seconds) | Views<br>ITotal/Da |      | Engagement<br>Metrics   |  |
|---------------------------------------------|-------------------|----------------------------------------------------|--------------------|------|-------------------------|--|
| E-Foiling In St.<br>Pete/Clearwater 6/04/23 |                   | 8,444                                              | 302                | 1:06 | 141 likes<br>6 comments |  |

### VSPC YouTube Video Performance in June

\*Data pulled as of 7/5/22

| 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 |
|---------------------------------------------------------------------------|-------------------|---------------------------|--------------------------------------|----------------------------------------------|-----------------|---------------------------|-----------------------|
| Discover the Thrill<br>and Fun of<br>E-foiling in St.<br>Pete/Clearwater! | 05/31/23          | 35                        | 66                                   | 2                                            | 1:07            | 0:39                      | 4 likes<br>3 shares   |

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

|                                                                  | Views 🔻        | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes<br>Added | Video Shares |
|------------------------------------------------------------------|----------------|--------------|--------------------|------------------|-------------------------|----------------------|--------------|
| Visit St. Pete/Clearwater<br>Channel Teaser                      | 51,734         | 00:00:32     | 00:00:28           | 414:38:36        | 90.17%                  | 9                    | 2            |
| Gulf or Bay? Planning a                                          | Views 🔻        | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes<br>Added | Video Shares |
| Visit to St.<br>Pete/Clearwater, Florida                         | 51,467         | 00:11:26     | 00:04:49           | 4142:46:05       | 42.24%                  | 16                   | 8            |
| Natural Sound: Sand Key<br>Park in Clearwater, Florida           | Views 🔹        | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes<br>Added | Video Shares |
|                                                                  | 51,437         | 00:22:34     | 00:07:29           | 6421:27:44       | 33.19%                  | 12                   | 8            |
| Savor This: Alesia                                               | Views <b>•</b> | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes<br>Added | Video Shares |
|                                                                  | 51,348         | 00:01:05     | 00:00:55           | 789:55:19        | 85.2%                   | 12                   | 6            |
| Treat Yourself: Ultimate<br>Cheat Meals of Florida   St.<br>Pete | Views 🔻        | Video Length | Average Watch Time | Total Watch Time | Average View Percentage | Video Likes<br>Added | Video Shares |
|                                                                  | 50,678         | 00:06:37     | 00:03:50           | 3249:42:58       | 58.15%                  | 21                   | 5            |

# June Video Analysis

#### Learnings

- Overall YouTube video performance is down 1.5% compared to May
  - With many of the videos produced in 2023 focusing on events (MLK Day, Holiday Lights, Sanding Ovations, Grand Prix, Pier 60 Sand Festival, Pride) views for will likely fluctuated as these events come around each year.
  - New series with more evergreen topics such as the Pillars videos aim to fill the gap between seasonal content and provide a longer format that is more informative.
- Many of the videos produced this year have yet to be posted on Facebook likely due to the heavy events focus with finals coming out after the events are over.
  - While this has created a bank of content for next year, there haven't been many Miles-produced videos posted or reposted to FB in 2023.
  - This is a great time to further discuss FB strategy for Miles-produced videos. In the past, we have created 4x5 exports of the final YouTube version for FB. Let's discuss how to update this strategy to best support content needs for that platform.
- Similar to Facebook, posts and reposts of Miles-produced videos on Instagram have slowed compared to previous years.
  - This is partly due to many of the videos produced this year being events and also partly due to the heavy focus on vertically-shot videos making reposts of IG videos from previous years more difficult to do.
  - While we have integrated shooting vertical footage into our shoots, now would be a great time to explore a specific look-and-feel for vertically shot footage and edits.



# Takeaways





# Takeaways/Next Steps

As part of the initial media planning and strategy for the new 2023-2024 fiscal year, the Digital team is highly focused on reviewing a variety of analytics and business intelligence including but not limited to Zartico, Adara Impact, Website statistics, Key Performance Indicators regarding travel intent and Engagement for Media, STR data, and Destination Analysts research. Using different techniques to compare and contrast insights and reduce statistical noise, these insights will guide strategy relating to:

- Focus Market and Developmental Market selection
- Driving maximum spend / overnight stays
- Increasing engagements
- Building awareness
- Driving conversions

Work is also in progress to design and launch a new VSPC Partner Site. The primary goals are to enhance the tools and resources available to site visitors, and increase Partner engagement to better convey the full array of services provided by VSPC and the value that the organization provides in driving economic benefit to Pinellas County.

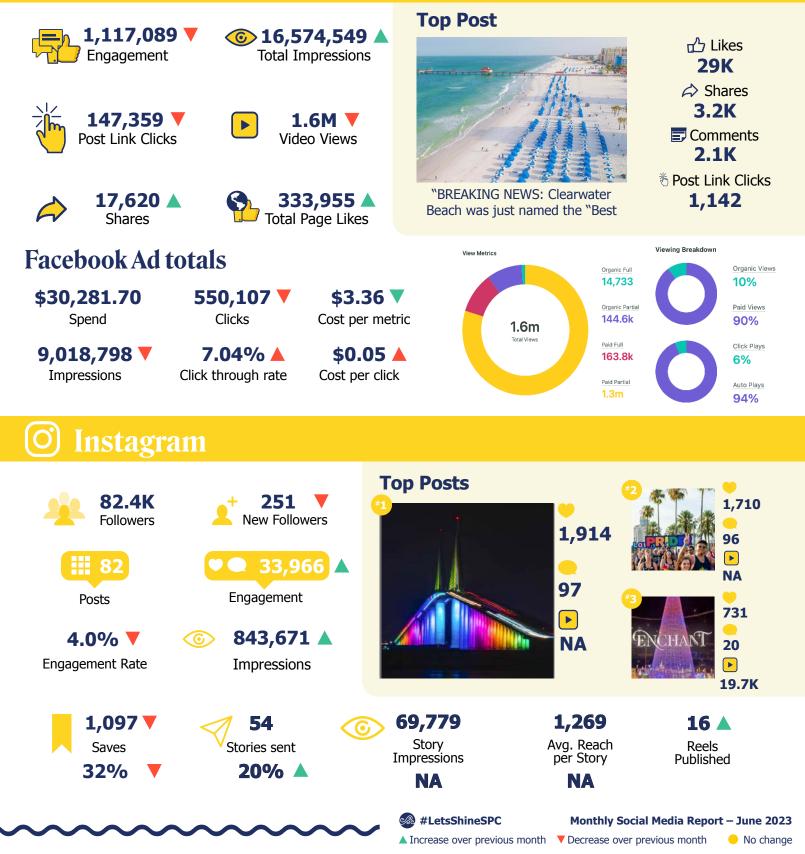


# MONTHLY SOCIAL MEDIA REPORT

June 2023



### **F** Facebook



# **MONTHLY SOCIAL MEDIA REPORT**

June 2023



#### Twitter

108,171

Followers









1,000 🔻 Re-tweets earned





1,196 🔺

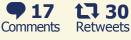
Post Link Clicks

41,798 Favorites earned

#### **Top tweet**



St. Pete/Clearwater is a destination that embraces diversity and prides itself on being welcoming and open to ALL. It's also home to @StPetePride, the biggest Pride celebration in the South-



193 🕈 Likes

### YouTube



250 🔻

Shares



1,200,240 🔻 Minutes Watched

> 193 🔻 Likes

#### **Top video**



**Visit St. Pete/Clearwater Channel** Teaser Total Views 51.7K

## **TikTok**



40



**Top video** 



#### **Fairgrounds St. Pete Pride Experience**

No change

