

Visit St. Pete/Clearwater

Monthly Website Reporting

November 2023



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CLEARWATER

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Executive Summary

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

TRAFFIC PERFORMANCE:

Traffic to VSPC's website was strong for November, up 23% overall with 384k total Sessions this year versus 312k last year for the month. Historical data is transitioned into the Analytics platform for Google Analytics 4, however, there is likely some data variability given that current year metrics are entirely site-event based. That being said, the gains for NOV-2023 were very strong, so it's fairly certain that there were clear wins for many engagement metrics:

- Engaged Sessions (significant time on site, multiple pageviews, conversions): Up 107%;
- Events per Session (site visitors engaged with content and completed an action): Up 40%;
- Engagement Rate: (percentage of Engaged Sessions): Up 68%.

Traffic by channel, again there are some "regroupings" year/year that apply - but less so for Organic and Direct and primarily in Paid - were up:

- Organic - with by far the most volume - rose from 94k last November to 149k this year, or a percent change of 59%;
- Cross-Network - a new category, which contains traffic new to reporting and therefore was not assigned historically - increased from 24k to 67k, a percentage change increase of 183%;
- Organic Social was up 71% from 29k to 49k;
- Paid Search grew from 29k to 48k - a percent change increase of 63%;
- Direct rounds up the top five, from 24k to 45k, an increase of 87%.

Note that for NOV-2023 only 3k sessions fell into the "Unassigned" category, which compares to 87k sessions from NOV-2022. This represents the variability with respect to YoY comparisons, essentially traffic that cannot be mapped to the new GA4 default channel groupings. Again, for Organic and Direct, there is consistency, but the new categories of Organic Social and Cross Network - which had big gains - is where there is likely overstated gains. In February of 2024, all data reported will be entirely based on GA4 metrics and definitions and the "fidelity" of reporting will be much improved.

Executive Summary

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CONTENT AND SITE ACTIONS:

Looking at pageview performance, there was a 16% change increase YoY, moderately under the total Sessions improvement of 23% (it's good to see pageview growth on pace with Session growth, as a measure of site visitors looking at several pages during their site visit). However, there were solid gains in engagement with content that reflects site visitors intent to visit, in that the growth was to inspirational, travel planning, and consideration:

- Things to do was the most viewed page on the site by a fair margin, a 105% change increase and 43k pageviews;
- Reasons why Clearwater Beach is #1 followed, increasing 537% change;
- Things to do Beaches saw a 12% change increase;
- Communities/St. Pete grew 231%;
- Outdoor Adventures saw a 23% change increase.

These are just top page performance results, however drilling down into the top 50 pages, in general, a large portion of NOV-2023 visitors engaged far more with communities, things to do, places to stay versus content like beach conditions, events (this tends toward local visitors and day-trippers), or Webcams.

ENGAGEMENTS: In general Engagements were up mostly MoM, with only Average Engagement Time falling - but that's typically a result of channel mix more than anything. Growing were Partner Referrals (+1%), TripAdvisor Clicks (+22%), Newsletter Sign-ups (+6%), Deal Views (+120%). Down included Destination Magazine Orders (-25%) and Events/Session (-1%).

Google Analytics



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

Performance (MoM)

Total Visits: 383,695  2.1%

Total Unique Visitors: 304,669  -1.2%

Total Page Views: 541,893  3.1%

Engagement Rate: 67.48%  -1.9%

Average Engagement Time: 0min 54sec (no change)



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

Performance (YoY)

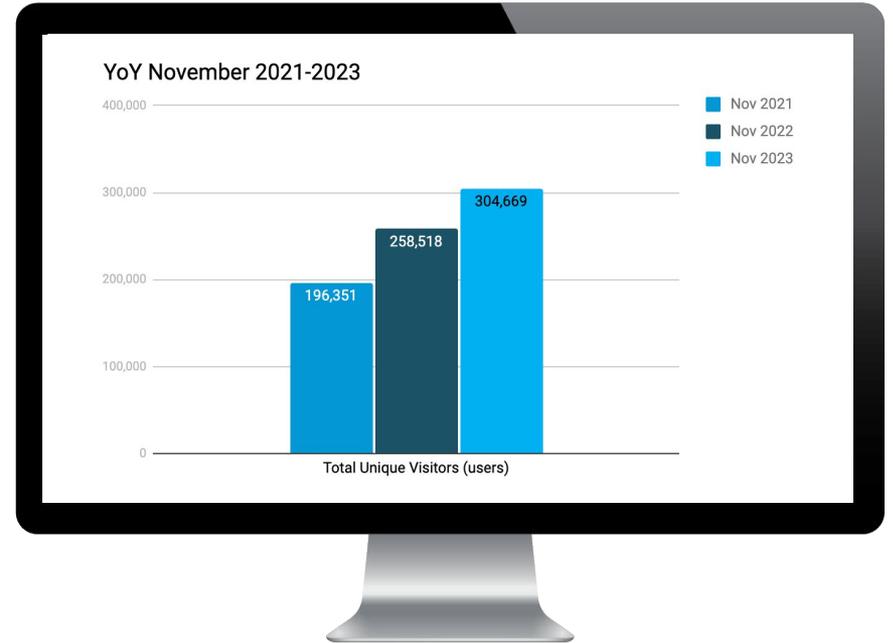
Total Visits: 383,695  23.1%

Total Unique Visitors: 304,669  24.4%

Total Page Views: 541,893  10.3%

Engagement Rate: 67.48%  68.0%

Average Engagement Time: 0min 54sec  -8.47%



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

Performance: Last 12 Months

December 1, 2022 through November 30, 2023

Total Traffic/Sessions: 5,673,152  35.0%

Unique Visitors: 4,322,681  31.6%

Page Views: 8,476,191  21.4%

KPIs (GA4)

Performance (MoM)

- Partner Referrals: 41,106  1.1%
- DM Orders: 383  -25.3%
- Tripadvisor Clicks: 613  21.9%
- Newsletter Sign-Ups: 127  5.8%
- Deals Views: 1,460  119.9%
- Average Engagement Time: 0m 54sec (no change)
- Events per Session: 9.99  -1.4%



Total Industry Site Traffic, Page Views & Engagement

November Performance

Total Visits: 1,421  -11.0% (MoM)
 43.2% (YoY)

Total Organic Visits: 701  -7.4% (MoM)
 38.3% (YoY)

Total Page Views: 5,149  -6.0% (MoM)
 203.2% (YoY)

Top Pages Viewed

- Homepage: 3,156  6.0% (MoM)
- /info/staff-directory: 265  -2.6% (MoM)
- /info/job-postings: 183  29.8% (MoM)

2023-2024 Gulf to Bay Digital Guide (GA4)

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

- PDF Downloads: 560
- Sessions: 4,412
- Views: 4,920
- Views/Session: 1.12
- Engagement Rate: 40.68%
- Avg. Engagement Time: 0m 14sec
- Device Category (sessions):
 - Mobile: 2,131 sessions
 - Desktop: 1,986 sessions
 - Tablet: 326 Sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE			DATE RANGE: Nov 1, 2023 - Nov 30, 2023						
IMPRESSIONS Total Impressions 483,985 -28,632 from previous year		CLICK-THROUGH RATE Total CTR 1.42% -0.30% from previous year		VIEWABLE IMPRESSIONS Viewable Impressions 257,974 -23,245 from previous year		VIEWABLE PERCENT Viewable Percent 53.49% -1.50% from previous year		AVERAGE CPM Total average eCPM \$17.48 +\$0.06 from previous year	
Line item type ▾	Total CTR	Total impressions	Placement	Total CTR	Total clicks	Total impressions ▾			
Standard	1.41%	465,639	-	1.40%	4,467	318,326			
Sponsorship	1.24%	1,690	STPE: Communities	1.32%	1,282	97,256			
Bulk	1.68%	16,656	STPE: Things to Do	1.47%	845	57,416			
			STPE: Places to Stay	2.74%	248	9,048			
			STPE: Attractions	0.62%	48	7,736			
			STPE: Museums	0.70%	22	3,158			
			STPE: Form	1.17%	19	1,630			
			STPE: Beaches	2.22%	28	1,262			
			STPE: Golf	0.84%	10	1,192			
			STPE: Fishing	0.55%	5	912			
			STPE: Sports	1.70%	6	352			
			STPE: Boating & Outdoors	0.33%	1	304			
			STPE: All Other	0.34%	1	292			
Creative size (delivered) ▾	Total CTR	Total impressions							
Fluid	1.42%	483,985							
Device category ▾	Total CTR	Total impressions							
Tablet	1.48%	19,843							
Smartphone	1.31%	340,545							
Desktop	1.70%	123,553							
Connected TV	2.27%	44							

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Organic Traffic



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Organic Traffic

Google Search Console credited VisitStPeteClearwater.com with 119,341 organic clicks from November 1-30, which represented an increase of 18.0% from November 2022's 101,120 organic clicks.

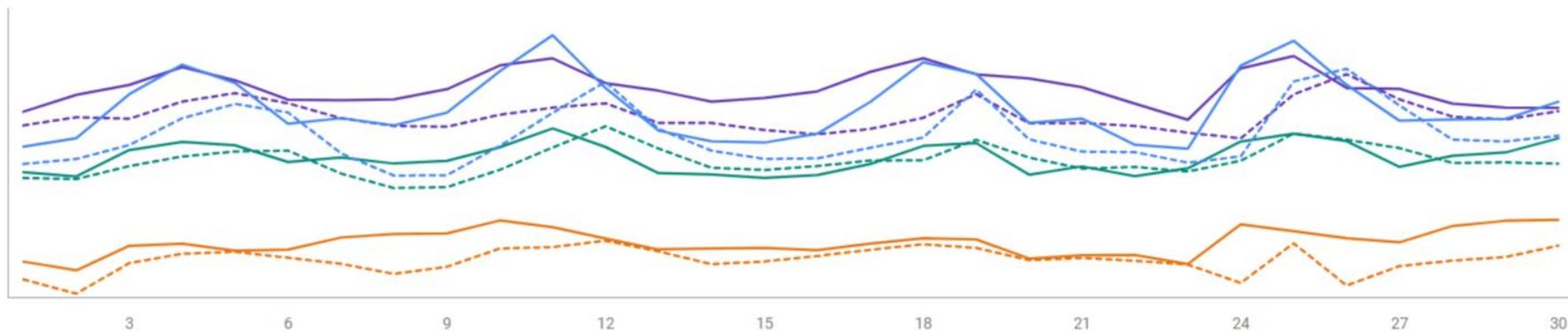
The organic clicks in November 2023 were a 3.3% decrease from October 2023's 123,447 organic clicks.

Google Search Console's top four pages in November 2023 all saw significant YoY increases in organic clicks. The Events-Festivals page was the month's top performer with 11,267 clicks, an increase of 44.7% from November 2022. The Pier 60 Clearwater Beach profile page saw a 46.5% YoY increase in organic clicks, the Holiday Events in St. Pete/Clearwater page had an 373.3% YoY increase in organic clicks, and the Clearwater Beach communities page registered 271.5% more clicks.

The /current-beach-conditions page, the month's fifth-best performer, had a 57.4% YoY decrease in organic clicks with 3,209 in November 2023. The sixth-place Annual Sanding Ovations event profile lost just three organic clicks YoY, while the .homepage ranked seventh with 24.3% fewer organic clicks than in November 2022. The Enchant event profile was 10th in November 2023, losing 31.7% of its organic clicks from November 2022.

With close to 2,100 organic clicks, the Holiday Lights, Ferris Wheel & Carousel in Largo Central Park had a 6.8% CTR based on the organic impressions the page received. The Things to Do page received 1,834 organic clicks in November 2023, which were 1,181 more than the previous year.

Google Search Console Comparison vs. November 2022



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

Top queries	↓ Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
clearwater beach	3,193	1,954	1,239	66,149	71,096	-4,947
pier 60 clearwater	938	637	301	2,994	2,781	213
pier 60	843	717	126	4,749	4,527	222
clearwater	653	690	-37	67,833	60,688	7,145
clearwater florida	572	750	-178	65,676	65,424	252
pier 60 clearwater beach	567	362	205	1,591	1,375	216
clearwater beach florida	444	227	217	8,727	9,154	-427
st pete events	419	306	113	1,647	1,473	174
st pete beach	317	424	-107	20,782	20,345	437
events near me	293	226	67	9,108	7,875	1,233

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

Top pages	↓ Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/events-festivals	11,267	7,785	3,482	243,179	150,129	93,050
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	3,992	2,725	1,267	123,178	31,258	91,920
https://www.visitstpeteclearwater.com/holiday-events-st-pete-clearwater	3,932	830	3,102	86,155	15,520	70,635
https://www.visitstpeteclearwater.com/communities/clearwater-beach	3,867	1,041	2,826	153,071	164,261	-11,190
https://www.visitstpeteclearwater.com/current-beach-conditions	3,209	7,525	-4,316	160,210	109,060	51,150
https://www.visitstpeteclearwater.com/event/annual-sanding-ovations-master-s-cup/1296	2,711	2,714	-3	61,442	66,747	-5,305
https://www.visitstpeteclearwater.com/	2,359	3,119	-760	406,377	473,097	-66,720
https://www.visitstpeteclearwater.com/event/holiday-lights-ferris-wheel-carousel-largo-central-park/1641	2,094	0	2,094	30,966	0	30,966
https://www.visitstpeteclearwater.com/things-to-do	1,834	653	1,181	101,954	68,614	33,340
https://www.visitstpeteclearwater.com/event/enchant/26926	1,717	2,514	-797	109,523	130,596	-21,073

URL Types November 2023 vs. November 2022 (Google Search Console)

URL Type	Clicks	Impressions	CTR	Average Position
November 2023 (all URLs containing /profile)	28769	3919821	0.70%	13.1
November 2022 (all URLs containing /profile)	23027	3243409	0.70%	14.9
November 2023 (all URLs containing /event/)	21475	851349	2.50%	9.8
November 2022 (all URLs containing /event/)	16567	583730	2.80%	9.1
November 2023 (all URLs containing /communities)	11628	1213986	1.00%	10.1
November 2022 (all URLs containing /communities)	11589	1197479	1.00%	8.7
November 2023 (all URLs containing /article/)	10066	737733	1.40%	17.1
November 2022 (all URLs containing /article/)	9761	717152	1.40%	21.7
November 2023 (all URLs containing /list/)	9249	651141	1.40%	17.8
November 2022 (all URLs containing /list/)	8243	724698	1.10%	19.9
November 2023 (all URLs containing /things-to-do/)	4003	244343	1.60%	14.2
November 2022 (all URLs containing /things-to-do/)	3703	208160	1.80%	14.7
November 2023 (all URLs containing /eat-drink)	1825	182642	1.00%	9.6
November 2022 (all URLs containing /eat-drink)	1401	146266	1.00%	13.2
November 2023 (all URLs containing /places-to-stay)	1303	335582	0.40%	15.3
November 2022 (all URLs containing /places-to-stay)	581	172341	0.30%	17.1
November 2022 performance in yellow				

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

Top queries	Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	↓ Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
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pier 60 clearwater	938	637	301	2,994	2,781	213
clearwater beach florida	444	227	217	8,727	9,154	-427
pier 60 clearwater beach	567	362	205	1,591	1,375	216
things to do in clearwater	220	55	165	5,147	4,698	449
things to do in st pete today	163	14	149	631	455	176
the sound clearwater	134	0	134	8,445	0	8,445
pier 60	843	717	126	4,749	4,527	222
rise up st pete	126	0	126	4,736	0	4,736
caladesi island	176	54	122	6,421	6,906	-485

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

Top queries	Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	↑ Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
st petersburg	151	462	-311	53,067	59,249	-6,182
gulfport fl	164	391	-227	5,831	6,128	-297
is clearwater beach open	16	215	-199	66	582	-516
clearwater florida	572	750	-178	65,676	65,424	252
largo park christmas lights	262	401	-139	1,305	1,053	252
clearwater beach red tide	0	130	-130	0	257	-257
st pete christmas lights	67	186	-119	1,864	1,519	345
treasure island sand sculptures	131	249	-118	2,737	3,764	-1,027
gulfport	0	115	-115	0	7,229	-7,229
downtown st pete	213	321	-108	3,275	3,457	-182

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

Top pages	Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	↓ Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
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https://www.visitstpeteclearwater.com/things-to-do	1,834	653	1,181	101,954	68,614	33,340
https://www.visitstpeteclearwater.com/events-sound-coachman-park	1,021	0	1,021	27,339	0	27,339
https://www.visitstpeteclearwater.com/event/holiday-lights-gardens/43201	1,207	243	964	12,582	5,910	6,672
https://www.visitstpeteclearwater.com/all-events	824	66	758	55,402	18,909	36,493
https://www.visitstpeteclearwater.com/event/rise-concert-series-st-pete-pier/51096	706	0	706	26,201	0	26,201

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

Top pages	Clicks 11/1/23 - 11/30/23	Clicks 11/1/22 - 11/30/22	↑ Clicks Difference	Impressions 11/1/23 - 11/30/23	Impressions 11/1/22 - 11/30/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	3,209	7,525	-4,316	160,210	109,060	51,150
https://www.visitstpeteclearwater.com/event/holiday-lights-largo-central-park/1641	130	2,587	-2,457	2,403	18,603	-16,200
https://www.visitstpeteclearwater.com/communities/clearwater	1,695	3,249	-1,554	278,750	291,799	-13,049
https://www.visitstpeteclearwater.com/event/enchant/26926	1,717	2,514	-797	109,523	130,596	-21,073
https://www.visitstpeteclearwater.com/	2,359	3,119	-760	406,377	473,097	-66,720
https://www.visitstpeteclearwater.com/event/pier-60-sugar-sand-festival/42081	0	692	-692	0	19,827	-19,827
https://www.visitstpeteclearwater.com/holiday-events-st-peteclearwater	0	657	-657	0	12,960	-12,960
https://www.visitstpeteclearwater.com/communities/gulfport	465	964	-499	24,144	27,495	-3,351
https://www.visitstpeteclearwater.com/info/red-tide-faqs	53	506	-453	6,113	10,911	-4,798
https://www.visitstpeteclearwater.com/article/chihuly-collection	669	1,054	-385	33,225	49,376	-16,151

A woman with wet hair, wearing black sunglasses and a swimsuit, is floating on a surfboard in the ocean. She is smiling and looking towards the right. The background is a sunset sky with soft, warm colors.

Content Updates & Email Performance



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November Content Updates

Articles

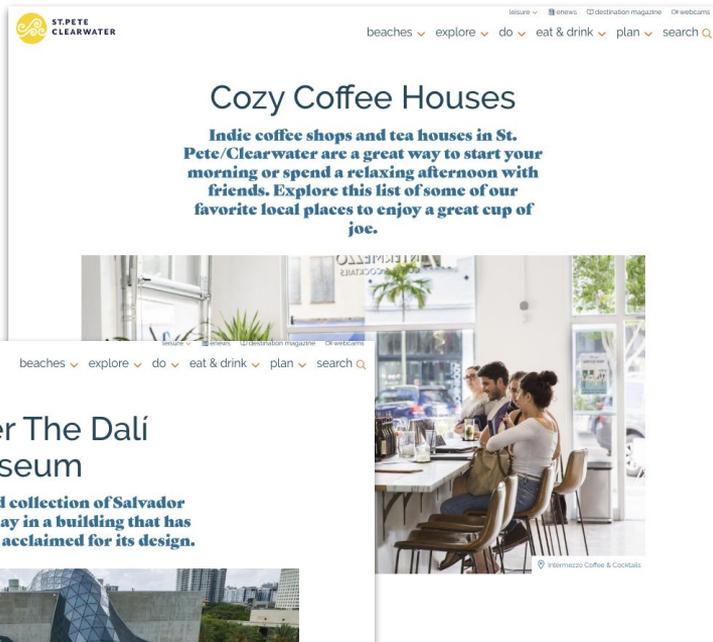
- [Discover the Dali](#)
- [Florida Botanical Gardens](#)
- [Best Places to Shop](#)
- [New Year's Eve Fireworks](#)
- [Clearwater Marine Aquarium](#)
- [The West Comes Alive at The James Museum](#)
- [The Chihuly Collection](#)
- [Explore Fairgrounds St. Pete](#)
- [Cozy Coffee Houses](#)

Main Community Pages & District Pages

- [St. Pete Pier District](#)

SV Listing Updates

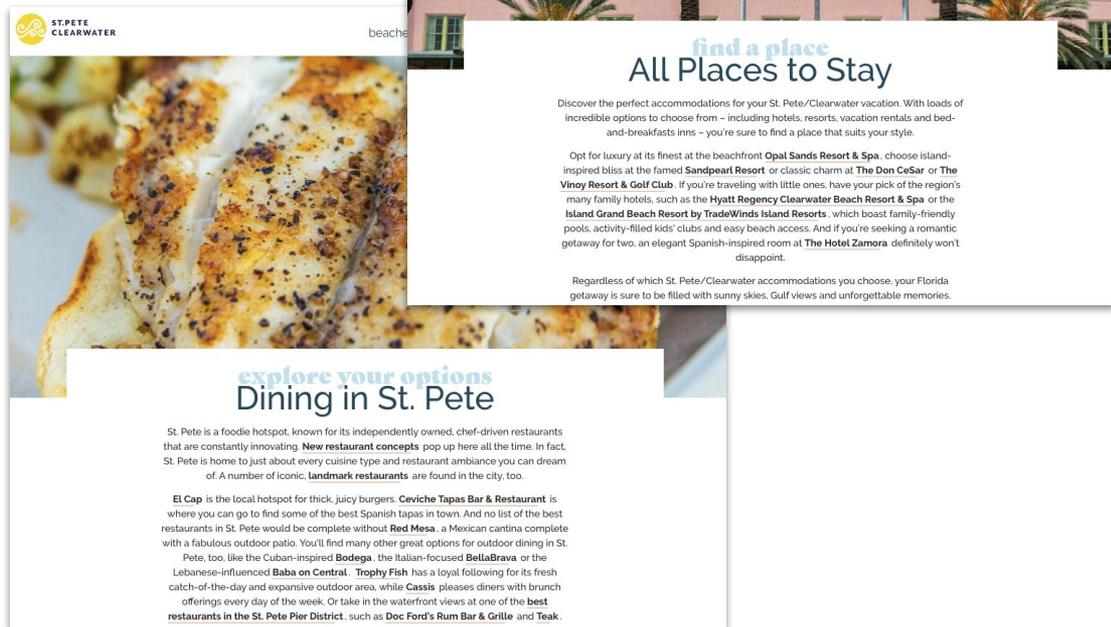
- [Dali Museum](#)
- [Florida Botanical Gardens](#)
- [The James Museum of Western & Wildlife Art](#)
- [Chihuly Collection](#)
- [Museum of the American Arts & Crafts Movement](#)



November Content Updates

Landing Pages

- [Home Page](#)
- [Holiday Events](#)
- [Events & Festivals](#)
- [Places to Stay in Tarpon Springs](#)
- [All Places to Stay](#)
- [Vacation Rentals](#)
- [Places to Stay in Clearwater](#)
- [Places to Stay in St. Pete](#)
- [Places to Stay in St. Pete Beach](#)
- [Places to Stay in Indian Shores and Indian Rocks Beach](#)
- [Places to Stay in Treasure Island](#)
- [Places to Stay in Tierra Verde](#)
- [Places to Stay in Palm Harbor](#)
- [Places to Stay in Pinellas Park](#)
- [Places to Stay in the Redingtons](#)
- [Places to Stay in Madeira Beach](#)
- [Places to Stay in Dunedin](#)
- [Places to Stay in Oldsmar](#)
- [Bed and Breakfasts](#)
- [Pet-Friendly Places to Stay](#)
- [Family-Friendly Places to Stay](#)
- [Dining in St. Pete](#)
- [Dining in Dunedin](#)
- [Dining in Treasure Island](#)
- [Dining in Tarpon Springs](#)



VSPC November 2023 Enews Performance

Email Subject Line: Black Friday Deals for America's Best Beaches

Featured Partner: TradeWinds Island Resort

Sponsored Content: Sheraton Sand Key Resort

Send Date	11/16/2023
Total Delivered	123,030
Sessions	360
Engagement Rate	70.8%
Total Unique Clicks	1,258
Total CTR	1.02%
Featured Clicks	127
Sponsored Clicks	143
Opt Outs	219


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FLORIDA**

BEACHES OUTDOORS ARTS

Best Bird's Eye View Ever





Your "FPV" of Iconic Places in SPC

Acronyms aside, this first-person view (FPV) of some of St. Pete/Clearwater's iconic spots fits more fun into two minutes than seems possible. Check out the fast-paced drone footage of the beautiful St. Pete Pier, the historic Don CeSar hotel, rustic John's Pass Village and more!

[WATCH THE VIDEO](#)

FEATURED PARTNER

TradeWinds Island Resort



The more you stay, the more you SAVE!

Bring your entire crew and just let go at this expansive 40-acre tropical beachfront paradise, located on a top-ranked U.S. beach with everything needed for the perfect getaway, including beachfront dining, endless activities, and plenty of Vitamin Sea! **SAVE 25%** when you stay 7 or more nights!

[SUN-SATIONAL OFFERS](#)



Black Friday Deals are Here!

From special offers on hotel stays at our best resorts, to serious spa savings, to discounts on kayaking trips and much more, our Black Friday Deals page will save you vacation \$\$\$.

SAVE BIG ON BLACK FRIDAY

SPONSORED CONTENT

Sheraton Sand Key Resort



Get a Taste of the New Sheraton Sand Key Resort!

Your Florida oasis awaits at Sheraton Sand Key Resort! With newly renovated rooms and an all-new fine dining menu, you'll be sure to come back for more. Indulge in the quieter side of Clearwater Beach, and plan your trip today.

BOOK TODAY



In Search of the Perfect Pizza Pie

Pizza devotees have much to discover (and love) about St. Pete/Clearwater – from a Neapolitan pie that won an international award, to an enormous 32-inch NY-style pizza, to cheesy-delicious deep dish offerings and even a pizza ATM (really!)

PIZZA, PLEASE

CAN'T-MISS EVENTS

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



November 25-December 31, 2023
Holiday Lights in the Gardens

More than a million twinkling lights, an enchanting botanical garden, family-friendly entertainment and more... don't miss it!



November 25-26, 2023
Shopapalooza

Shop for unique items, enjoy a food hall and live entertainment at this annual event promoting more than 350 local small businesses.



November 25-26, 2023
Thanksgiving Art & Craft Festival

Head to charming Tarpon Springs for this 32-year holiday shopping tradition. Buy from local small vendors and find one-of-a-kind gifts.



First Saturday of the Month
Saturday Morning Shop at Tropicana

Shop for organic produce and enjoy food trucks and bounce houses at Tropicana Field every first Saturday, starting December 2.

ActOn Database Sign-Ups

November Growth

- Total ActOn List Growth*: 0
- Webform Sign-Ups: 127
- Giveaway Sign-Ups: 81

*Includes email sign-ups and unsubscribes

TAKEAWAYS & NEXT STEPS

From the year-end wrap report for Media, there was excellent efficiency, engagement, return on investment, and over \$725,000 in added value (such as over-delivery of ad impressions). The Digital team identified a few areas to further boost performance with some fine tuning and campaign optimization, and will also be refreshing the current creative to assure that paid ads stand out and drive actions.

The VSPC team continues to develop innovative and engaging new ways to attract major event goers to choose Pinellas County for their accommodations whenever visiting Tampa Bay overall for top sporting, entertainment and large conferences/events. This includes content development for all owned and earned channels, as well as highly targeted paid media support.

Progress continues on the new VSPC Partner Website, with a Build Plan that establishes all of the project goals, requirements, and project guidance. To date the team has completed:

- Discovery of all goals, requirements and a creative brief for the Partner site to assure that the site provides information about the economic impact of tourism, clearly conveys VSPC's mission and objectives, and positions the CVB positively in order to increase partner engagement and give partners the tools they need to be successful, thereby increasing visitation to the destination;
- Finalized an official build plan based on research conducted during the discovery process for a successful integration of the Partners.VisitStPeteClearwater.com site into the VisitStPeteClearwater.com Drupal 9 CMS;
- Developed a series of design compositions for a fresh, new color pallet to support the new partner site within the VSPC overall brand;
- Created a proposed sitemap for the partner site for ease of navigation and making resources and partner support toolkits easier to find.