

Visit St. Pete/Clearwater

TDC Update

March 29, 2023



ST.PETE
CLEARWATER

miles
PARTNERSHIP

Brief Overview

Recap

- Adara Campaign Expenditure Report

Showcase

- What's live!

Future Direction

- First Party Data + Google Analytics





Brief overview – our data measurement

Digital Measurement Tools



Campaign
Manager

Front & Back End Digital Metrics

- Ad Tags, Impression Pixels, Click Trackers
- Floodlights: *align with Google Analytics Goal Conversions*



Brand Verification

- Pre- and Post-bid brand safety and ad fraud protection



Hotel & Flight Attribution

- Impression Pixels, Click Trackers, Log Files
- Integration into VSPC's Consortium

Adara Campaign Expenditure Report



Destination :

St. Petersburg/Clearwater



Travel Period:

1 Apr'22 - 31 Oct'22



Travelers:





All media reached travelers who traveled to the destination within the travel period.

- *Note: report will only capture transactions that are billed within the specified travel period and at the named destination, this analysis may not fully represent the value of a single traveler.*

Adara Campaign Expenditure Report

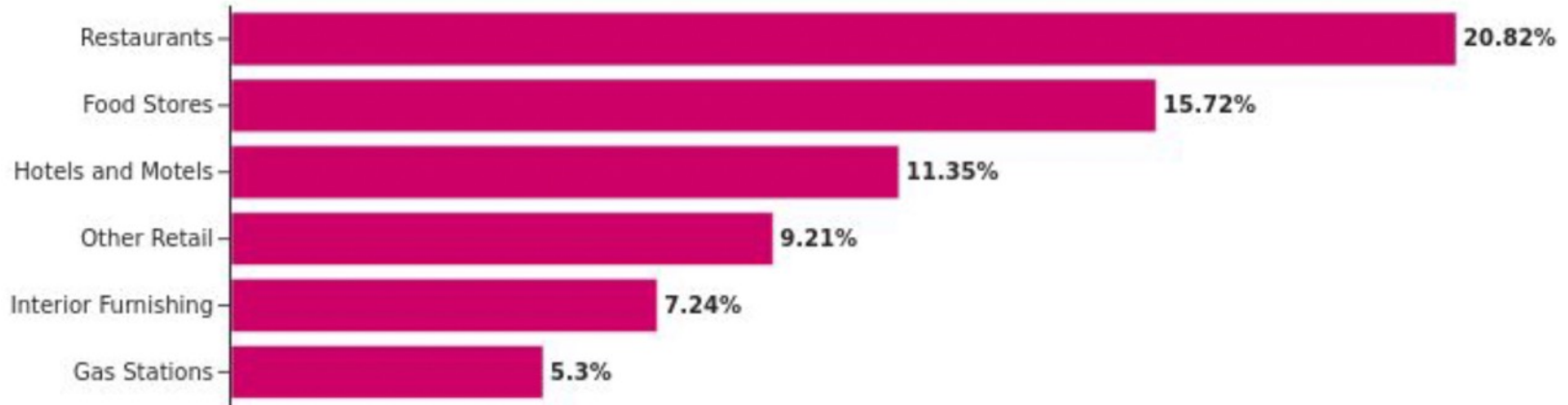
Summary Statistics

**Traveler in this report is defined as a household.

TOTAL CREDIT CARD SPEND			
\$127,146,056.19			
 # TRAVELERS	424,756	 TOTAL # TXNS	1,835,803
 SPEND / TRAVELER	\$299.34	 SPEND / TXN	\$69.26

- Note: report will only capture transactions that are billed within the specified travel period and at the named destination, this analysis may not fully represent the value of a single traveler.

Expenditure Report – Top Results



- *Full Report available on TDC Meeting Page*

Top Restaurants

Restaurants

TOTAL SPEND
\$26,449,849

AVG/TRAVELER
\$146.95

AVG/TXN
\$68.05

Merchant Name	Total Spend	# HHLD	# Txns	Avg \$/HHLD	Avg \$/Txn
SALT ROCK GRILL	\$981,800.61	5,489	6,435	\$178.88	\$152.56
CRABBYS DOCKSIDE	\$952,443.60	8,843	10,022	\$107.71	\$95.03
COLUMBIA SAND KEY	\$677,275.07	4,611	5,476	\$146.87	\$123.67
CRABBYS ON THE PASS	\$632,656.56	5,787	7,301	\$109.33	\$86.66
GUPPY S ON THE BEACH	\$556,106.06	4,419	5,252	\$125.83	\$105.89
SEA DOG ISLAN	\$492,561.23	4,693	5,734	\$104.96	\$85.91
HILTON HOTEL	\$483,108.13	5,415	8,537	\$89.21	\$56.59
MIDDLE GROUNDS GRILL	\$456,295.93	2,579	2,910	\$176.92	\$156.82
RUSTY BELLIES WATER	\$448,312.56	4,252	5,325	\$105.43	\$84.18
CRABBY BILLS	\$407,098.04	3,893	5,179	\$104.57	\$78.61

- Notably, local restaurants almost entirely made up the top restaurant list.

Adara Campaign Expenditure Report – top results

Origin	Total Spend	# HHLD	# Txns	Avg \$/HHLD	Avg \$/Txn
Orlando, FL	\$7,754,298.96	36,523	126,570	\$212.31	\$61.27
Chicago, IL	\$7,611,363.69	18,347	106,957	\$414.85	\$71.16
Miami, FL	\$5,383,231.65	19,000	86,745	\$283.33	\$62.06
New York, NY	\$4,939,748.62	12,495	66,627	\$395.33	\$74.14
Cincinnati, OH	\$4,731,361.48	11,540	70,332	\$409.98	\$67.27
Atlanta, GA	\$4,365,123.70	14,907	67,153	\$292.82	\$65.00
Washington, DC	\$3,791,178.73	11,957	52,822	\$317.08	\$71.77
Philadelphia, PA	\$3,706,191.20	10,124	52,108	\$366.06	\$71.13
West Palm Beach, FL	\$3,122,268.90	10,402	50,381	\$300.16	\$61.97
Ft Myers, FL	\$2,865,416.70	10,475	36,658	\$273.54	\$78.17

- While Orlando had the most visitors and the most transactions, Chicago, New York and surprisingly, Cincinnati was among had the highest spend per household for top markets.

Live Campaigns

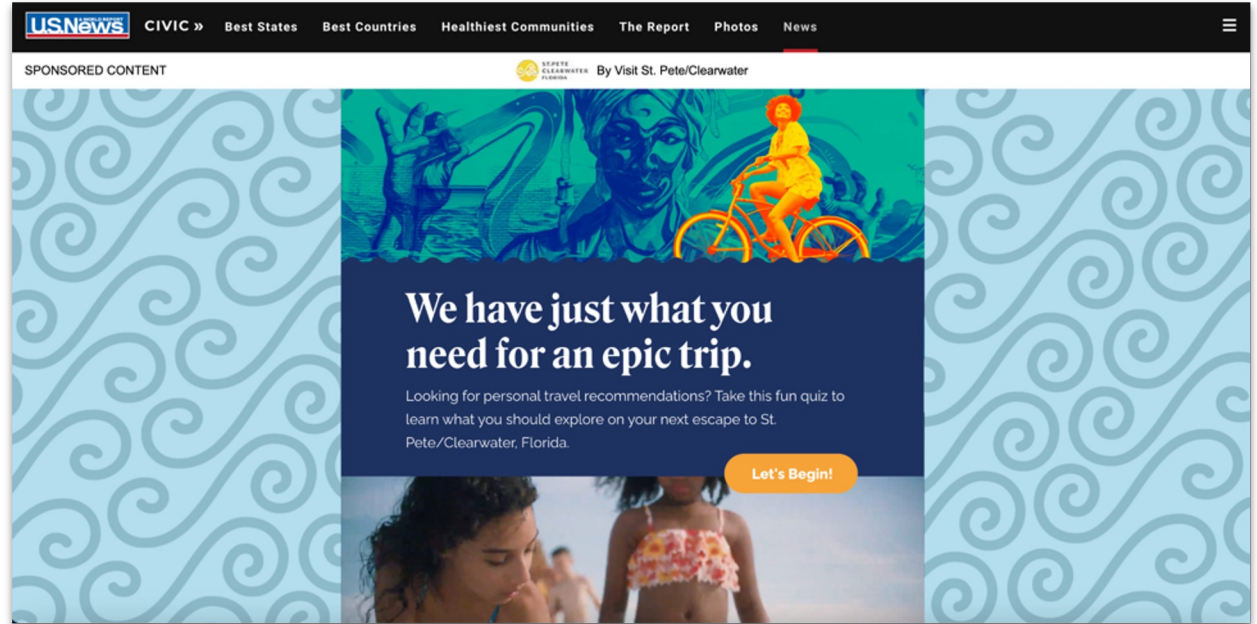


Campaign	Format	Partner	February				
			1/30	2/6	2/13	2/20	2/27
Always On	Display, Native, Pre-Roll	Ad+Genuity					
Always On	Teads In-Feed Video	Ad+Genuity					
Always On	Display, Native, Pre-Roll	Sojern					
Always On	Canvas, Native Stories	Nativo					
Always On	Native Articles	Nativo					
Always On	Custom Program	Atlas Obscura					
Always On	Native & Video	Expedia					
Winter	CTV, Weather Triggered Display	Ad+Genuity					
Winter	OTT, Premium Slate	Hulu					
Winter	Bottom Adhesion	Undertone					
Winter	Look Book, Press & Hold	PadSquad					
Winter	Native	Axios					
Always On	Social	Facebook/Instagram					
Winter	Social	Pinterest					
Winter	Social	TikTok					
Always On	SEM	Google					
Always On	Video	YouTube					

Nativo Canvas Quiz

High-impact, immersive
Choose Your St.
Pete/Clearwater Vacation
quiz.

- Demo [link](#)



The image shows a screenshot of a US News website banner. At the top, the US News logo is on the left, and navigation links for 'CIVIC', 'Best States', 'Best Countries', 'Healthiest Communities', 'The Report', 'Photos', and 'News' are on the right. Below the navigation is a 'SPONSORED CONTENT' header. The main banner features a vibrant, stylized illustration of a person on a bicycle against a background of a woman's face and waves. The text on the banner reads: 'We have just what you need for an epic trip.' Below this, it says: 'Looking for personal travel recommendations? Take this fun quiz to learn what you should explore on your next escape to St. Pete/Clearwater, Florida.' A yellow button with the text 'Let's Begin!' is positioned at the bottom right of the banner. The background of the banner is a light blue pattern of white swirls. At the bottom of the banner, there is a small photo of two people on a beach.

Nativo Canvas Quiz

You spend your free time...

(Choose One)



Trying new restaurants



Spending time with my kids



Being active outside



Pampering myself



Enjoying the Arts

1.

for the FOODIES



Try the options below for a wonderful experience!

- 1 Try the fresh seafood at **Jimmy B's Beach Bar**, a local favorite, or hit up the omelet bar for a delicious Sunday Brunch at **400 Beach Seafood and Tap House**.
- 2 Looking for dinner with a view? Try a burger at the casual **Paradise Grille** or grab a tropical drink and watch the sunset at the **Palm Pavilion**.
- 3 Love craft beer? The Blonde Beach Ale at **3 Daughters Brewing** is a must-try or check out **Grindhaus Brew Lab** movie-themed beers.

Visit **St. Pete/Clearwater**

Explore more options!



PadSquad - Lookbook

Full-screen mobile ad units politely reveal to users in-feed.

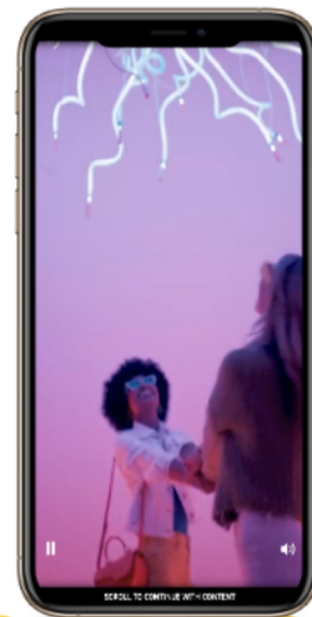
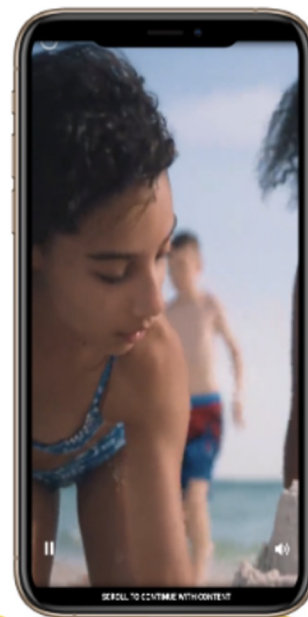
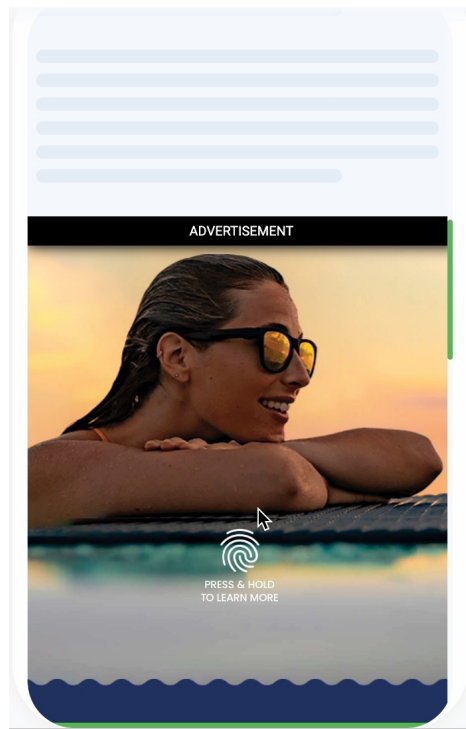
- Lookbook Demo [link](#)



PadSquad - Press & Hold

Full-screen mobile ad units politely reveal to users in-feed.

- Press & Hold Demo [link](#)



Axios

Reach engaged users in key markets directly in their inbox with a brand mention at the top of Axios newsletters and 2 short-form native "Smart Posts" embedded within the content.

- Week-long sponsorships in Chicago, Atlanta, Nashville, and Columbus OH
- "Spring Things To Do" City Guide sponsorship in Tampa Bay

A MESSAGE FROM VISIT ST. PETE/CLEARWATER

Atlanta, explore America's best beaches in St. Pete/Clearwater



Welcome to warm sunshine, cool breezes and soft sands. With 35 miles of sugar-sand bliss, you're sure to find your perfect beach.

Even better: Three of the best beaches in the U.S. are located in St. Pete/Clearwater, so planning the perfect beach vacation has never been easier!

[Explore more.](#)

A MESSAGE FROM VISIT ST. PETE/CLEARWATER

35 miles of white sand beaches are just across the bridge



You'd fly across the country to vacation on these beaches — but you don't have to! Pack up the car and drive to St. Pete/Clearwater's award-winning beaches.

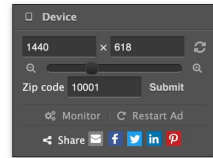
Spend your staycation zipping around on jet skis, dropping a hook on a fishing charter and relaxing with a cold one at a beach bar.

[Learn more.](#)

Undertone Bottom Adhesion Unit

Expandable banner anchored to the bottom of a user's browser that expands to full screen upon interaction.

- Demo [link](#)



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Performance and engagement

Comprehensive campaign metrics dashboard

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Rich media demos

Easily create demos for testing

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Studio

A cloud based tool to create engaging rich media ads

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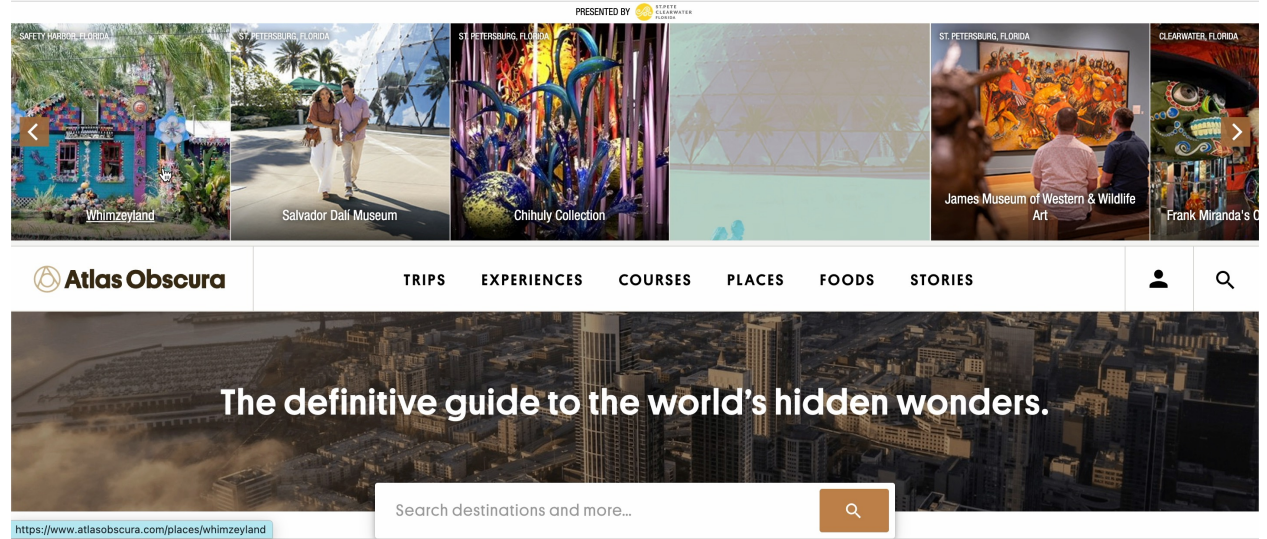
Optimized to every device



Atlas Obscura

Custom program reaching Atlas Obscura's highly engaged audience with a custom pin drop video and rich media carousel.

- Custom Carousel Demo [link](https://www.atlasobscura.com/places/whimzeyland)



Atlas Obscura

- Pindrop Video [link](#)



Sunken Gardens
ST. PETERSBURG

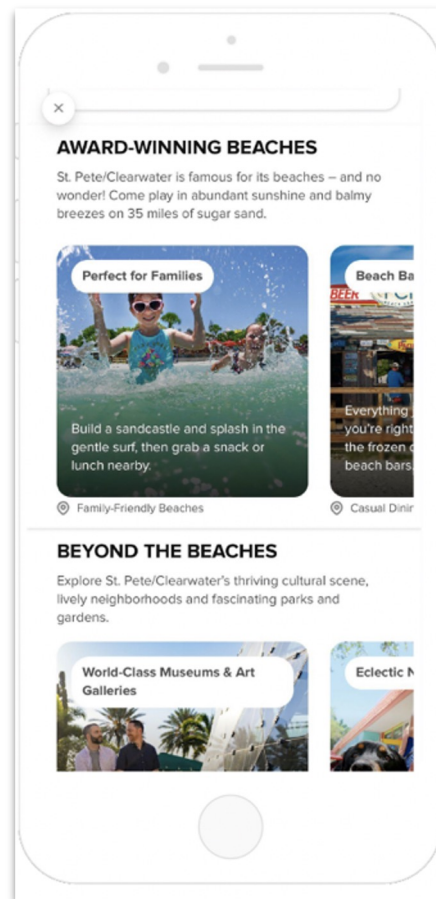
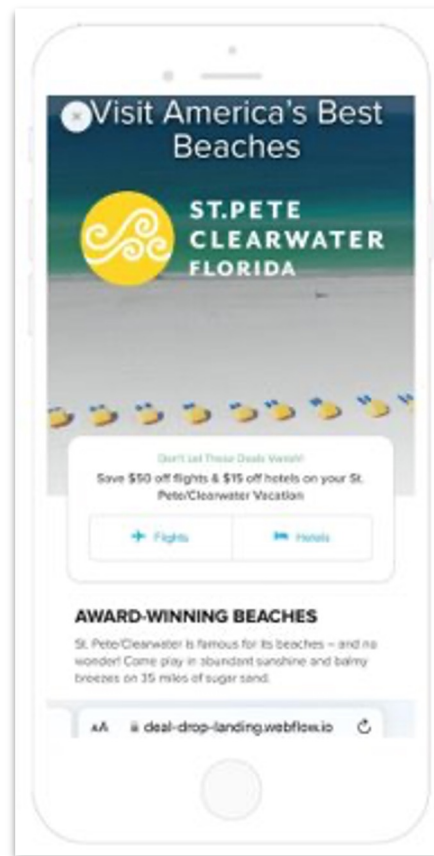
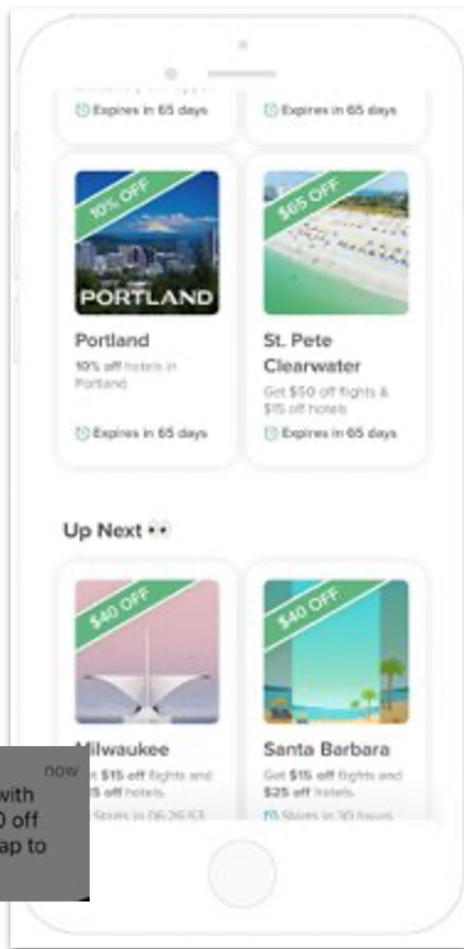
Hopper

Reach young travel consumers on the fastest growing travel app in the US with Deal Tile, Push Notifications and custom mobile Destination Microsite.

- Demo [link](#)



\$65 off St. Pete/Clearwater
Stay on award-winning beaches, dine with fabulous views of the Gulf, and get \$50 off flights and \$15 off hotels on Hopper! Tap to shop and save!

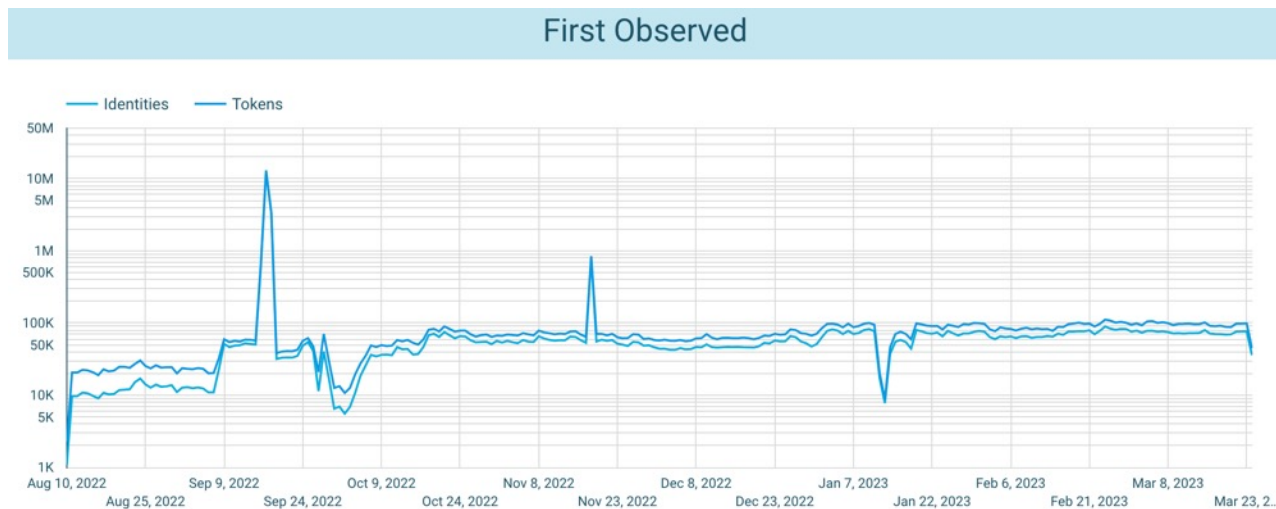


Future Direction: Data + Content



Data

- Google Analytics and pixel-tracking are losing the battle.
 - Data consortiums are new, but quickly becoming a useful tool.



Content

- Content production grows organic traffic
 - Site performance is grew YoY by nearly doubling the number of no. 1 search result keywords.
- Content plan is driven by SEO recommendations, regular improvement of existing content, and visitor education.

	Users [?] ↓	New Users [?]	Sessions [?]
	42.19% ▲ 432,632 vs 304,267	44.18% ▲ 421,422 vs 292,282	44.68% ▲ 542,428 vs 374,908
1. Organic Search			
Jan 1, 2023 - Jan 31, 2023	151,562 (34.04%)	142,607 (33.84%)	182,570 (33.66%)
Jan 1, 2022 - Jan 31, 2022	138,321 (44.26%)	128,026 (43.80%)	164,172 (43.79%)
% Change	9.57%	11.39%	11.21%
2. Social			
Jan 1, 2023 - Jan 31, 2023	102,758 (23.08%)	97,065 (23.03%)	122,220 (22.53%)
Jan 1, 2022 - Jan 31, 2022	41,079 (13.14%)	39,377 (13.47%)	46,894 (12.51%)
% Change	150.15%	146.50%	160.63%
3. Paid Search			
Jan 1, 2023 - Jan 31, 2023	91,036 (20.44%)	86,201 (20.45%)	114,367 (21.08%)
Jan 1, 2022 - Jan 31, 2022	71,383 (22.84%)	67,603 (23.13%)	87,840 (23.43%)
% Change	27.53%	27.51%	30.20%

January 2022 - 71,104 (Positions 1-3: 3,973, 4-10: 9,809, 11-20: 10,244, 21-50: 22,469, 51-100: 24,519)

January 2023 - 100,218 (Positions 1-3: 7,697, 4-10: 15,677, 11-20: 15,349, 21-50: 31,169, 51-100: 30,326)

Thank You!

- Questions?
 - Eddie@visitspc.com

