

A woman with wet hair and sunglasses is lying on a surfboard, smiling, against a sunset background. The text is overlaid on the right side of the image.

Visit St. Pete/Clearwater Digital Paid Media Reporting Highlights

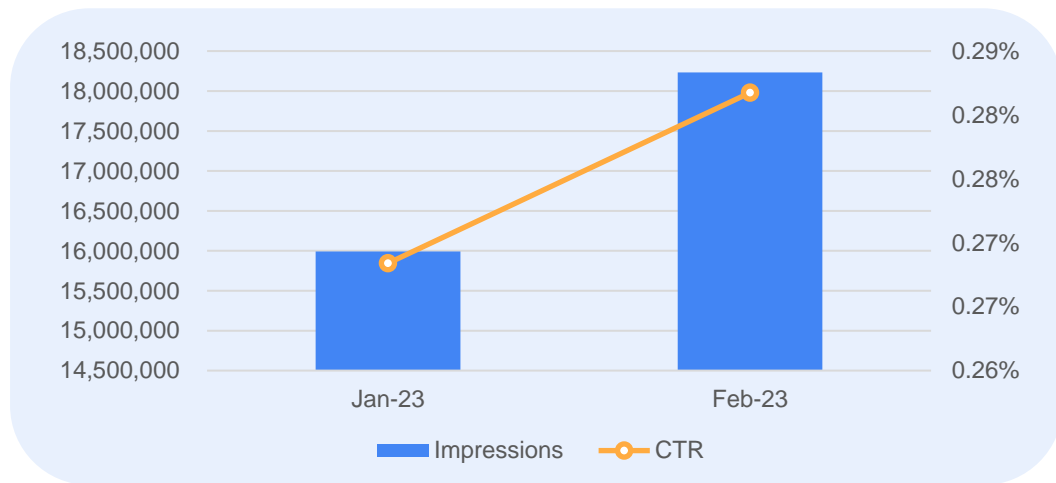
February 2023



ST.PETE
CLEARWATER

miles
PARTNERSHIP

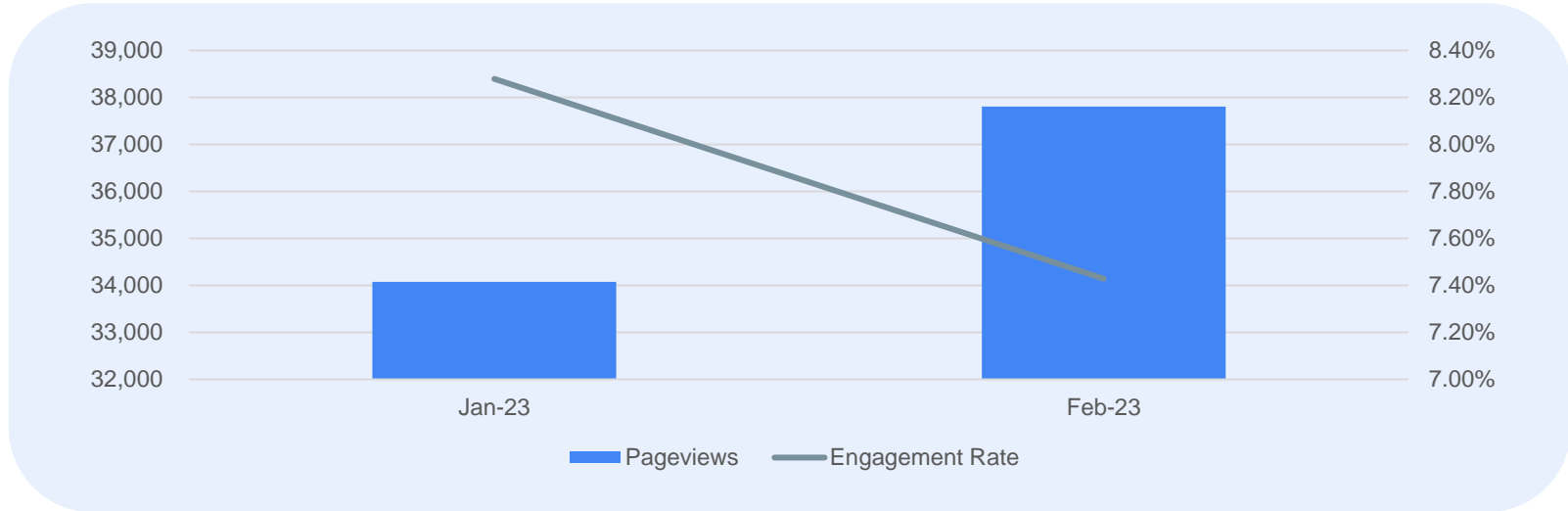
February Media Activity



- Prospecting efforts expand and produced a 14% and 20% increase in impression and click volume respectively

			February				
Campaign	Format	Partner	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					

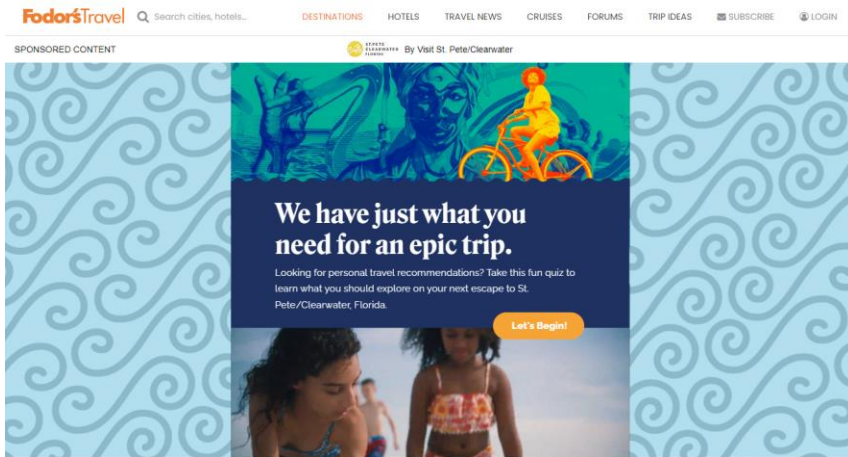
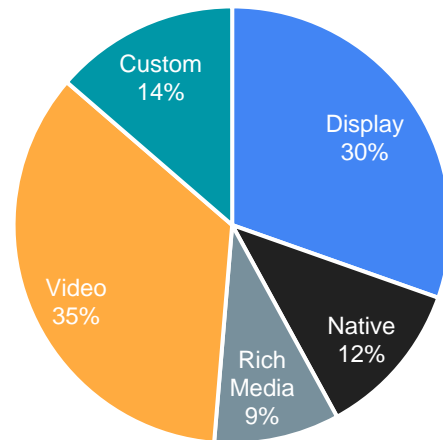
February Media Activity



- Pageviews MoM were up 11% while Engagements remained flat
- Initial increases in prospecting efforts is the primary cause for the increase in pageviews, which affected MoM Engagement Rate.

Media Highlights

- Expedia/TripAdvisor/Nativo are the highest site engagement rate drivers
- Sojern drove the highest volume of site pageviews this month
- Ad+Genuity saw great improvement in engagement rate MoM (almost 2% increase)



New Nativo Native Canvas Quiz Unit activated this on 2/23 where people can choose their VSPC trip

Teads In-Feed Video Initial Performance

February 2023 - Teads

Placement	Impressions	CTR	VCR
Drive	177,789	0.27%	77%
Fly	174,265	0.18%	84%

- Impressions trend upward MoM 5% in the third month running this tactic
- Teads performance has stabilized now that we are in month 3 of running the tactic
- With the VCR stabilized with this tactic, we still see value in keeping both Vertical and Horizontal video tactics included

Landscape

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

ADVERTISING

ST. PETE CLEARWATER FLORIDA

LET'S HIT THE BEACH

PLAN YOUR ESCAPE

Effective targeting at scale in the cookieless era.

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

Vertical

ADVERTISING

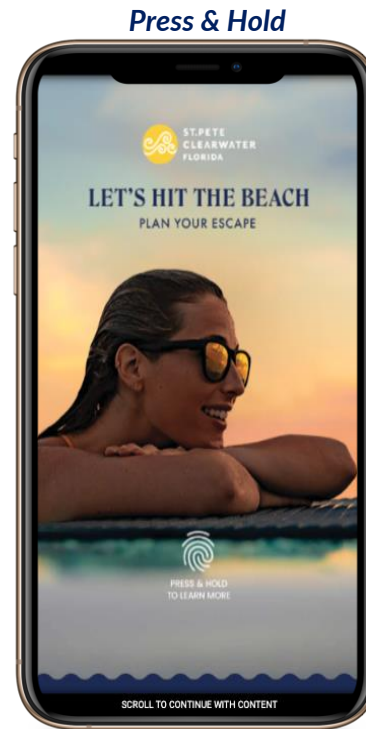
ST. PETE CLEARWATER FLORIDA

PLAN YOUR ESCAPE

Effective targeting at scale in the cookieless era.

PadSquad Check-In

- Overall, PadSquad has seen slight downticks in performance for CTR and Engagement Rate; however, no alarming changes
- Press & Hold unit has been a top performer, with a **8.18% Engagement Rate**, about 2X the 4-5% benchmark range
- Scroller Gallery has also performed well, with a **4.83% Engagement rate**, at the top end of the 2-4% benchmark



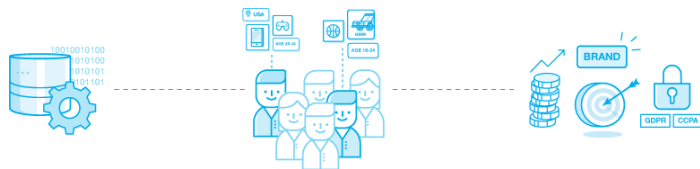
Placement Name	Impressions	Clicks	CTR	Unit Views	Engagements	Engagement Rate	Avg. Exposure Time	Video Completes	Completion Rate
Press & Hold Duo	1,791,068	6,226	0.35%	266,816	21,814	8.18%	26.89	3,675	20.84%
Scroller Gallery	1,865,744	4,271	0.23%	312,935	15,119	4.83%	24.38	-	-
GRAND TOTAL:	3,656,812	10,497	0.29%	579,751	36,933	6.37%	25.63	3,675	20.84%

Top Performing Audiences

Tactic	Audience Segment	Engagement Rate	Video Completion Rate (CTV/OLV)
Display/Native	VSPC 1st Party Data - Website Retargeting	29%	
Display/Native	Adara - In-Market to Florida State	25%	
Display/Native	VSPC 1st Party Data - In-market to Florida	27%	
Display/Native	Adara - In-Market to Clearwater	25%	
Video	VSPC 1st Party Data - Website Retargeting		84%
Video	Adara - In-Market to Clearwater		94%**
Video	Lotame - Food & Beverage		94%**
Video	Adara - In-Market to Florida State		84%

*Data will be cleaned up in future months based on conversations with Adara

**VCR Datapoint is primarily CTV audience, which has a higher VCR than OLV

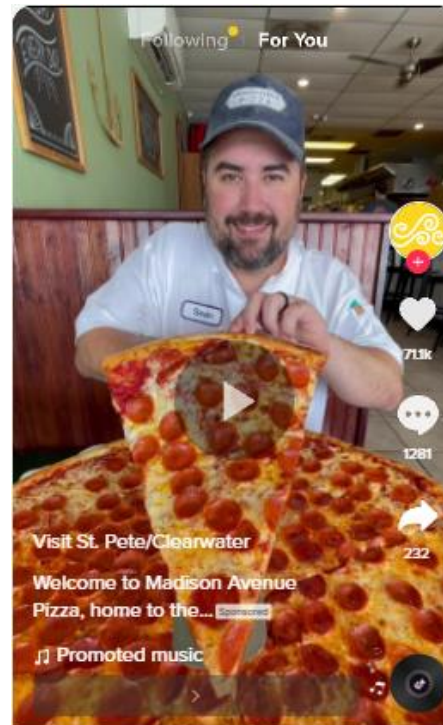


TikTok Organic Boosts (KPI: Followers)

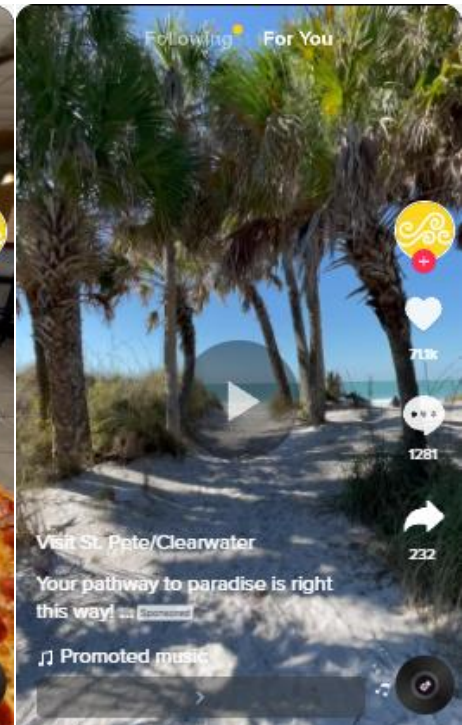
Placement Name	Impressions	Follows	Cost/Follow
TikTok	379,946	23,795	\$0.42

- For January and February, we focused on boosting organic posts to drive in-platform followers
- Top performing creatives were the Madison Ave Pizza and Egmont Key with a collective 17,501 followers
- Overall, all creatives performed at a low cost/follow between \$0.40-\$0.46

Madison Ave Pizza



Egmont Key



February MoM SEM Highlights

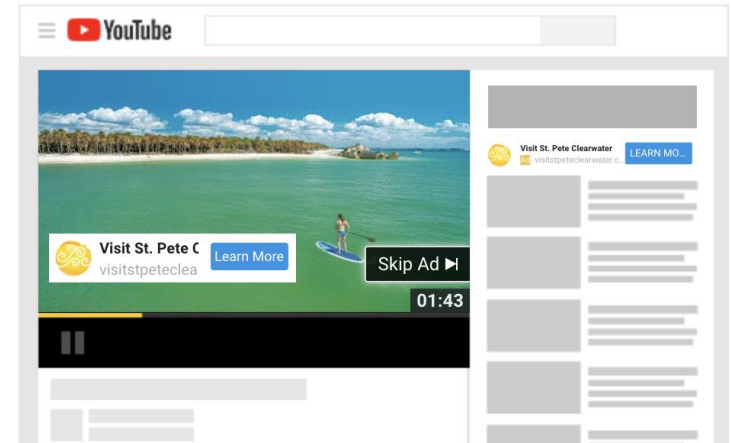
- 1,328,416 search impressions and 125,121 clicks from \$60k spend
- 408,898 views on YouTube for \$0.035 CPV with a 66% VTR
- In Feed Ads had 39,547 clicks to view for an \$.08 CPC
- Search generated 80,132 conversions – decreased 1% MoM
- Conversion Rate was flat MoM
- CPC - \$0.47 – increased 3% (\$0.1)
 - Travel Industry Benchmark \$1.53
- CTR – 9.42%- increased 15%
 - Travel Industry Benchmark 4.7%
- Bounce rate was up 2%
- Pages per session was down 4%

Ad · visitstpeteclearwater.com/st_pete/beach ⓘ 7274647200

St. Pete Beach Florida | Let's Go To St. Pete Beach

Beautiful Beachfront Hotels, Open-Air Dining, Outdoor Beach Bars, Water Sports and More! Build Sandcastles & Watch Gorgeous Sunsets! Plan Your Visit Today. America's Best Beaches. Places to Stay. Best FL Beaches. Family Fun Activities.

Things To Do New Attractions & Exhibits Fun Vacation Activities	Find Places To Stay Beachfront Resorts & Hotels Boutique Hotels, Budget Hotels
Beaches Beautiful Beaches with White Sand A Great Place to Catch the Sunset	Museums Awesome Art & Cool Culture Murals, Galleries, Museums



YouTube

Visit St. Pete Clearwater

Learn More

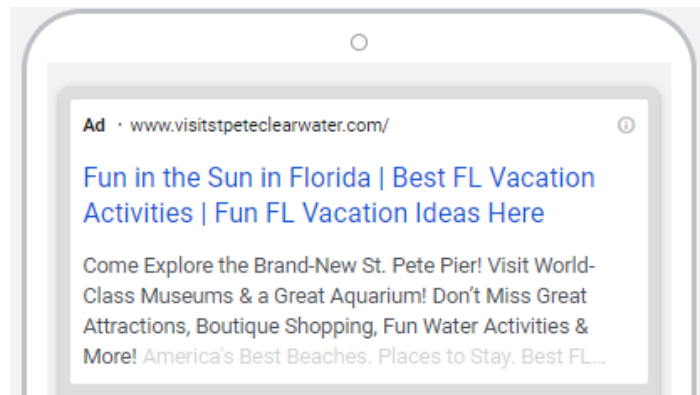
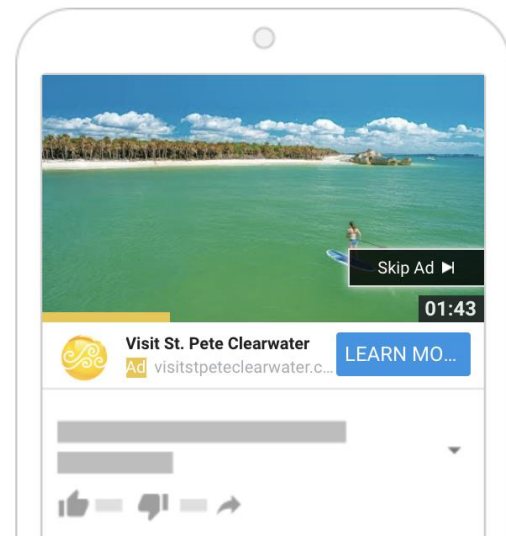
Skip Ad

01:43

February YoY SEM Highlights

- Clicks were up 55%
- Conversions increased 46% (80,132 vs 54,913)
- Conversion rate decreased 5%
- CPC decreased 22% (\$0.47 vs. \$0.61)

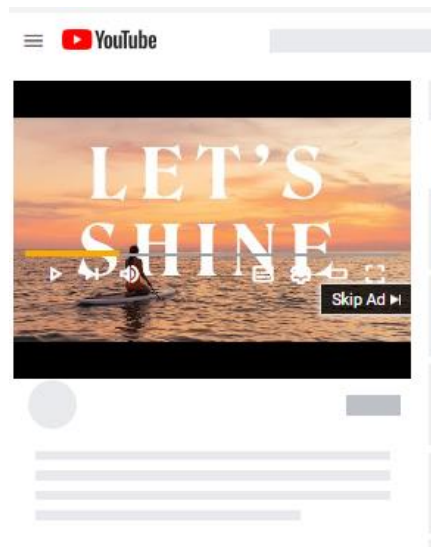
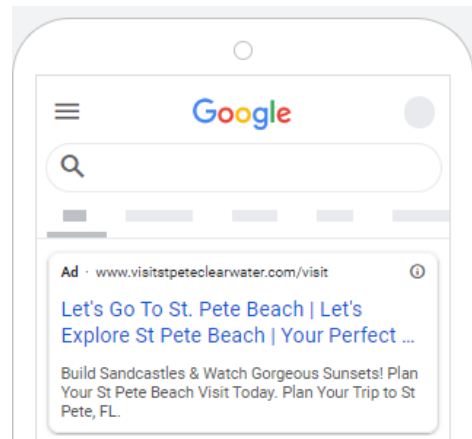
Conversion Goal	# of Conversions
Deal Views	221
Time on Site < 1:30	24,608
Travel Deals Discount Page Views	10,975
Total Partner Referrals	13,283
Events View	14,967
Pages Per Session >2	15,906
Destination Guide Order	183
Newsletter Signup	34



February Performance Max Results

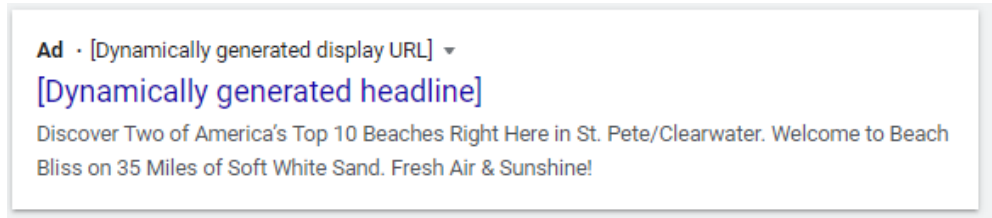
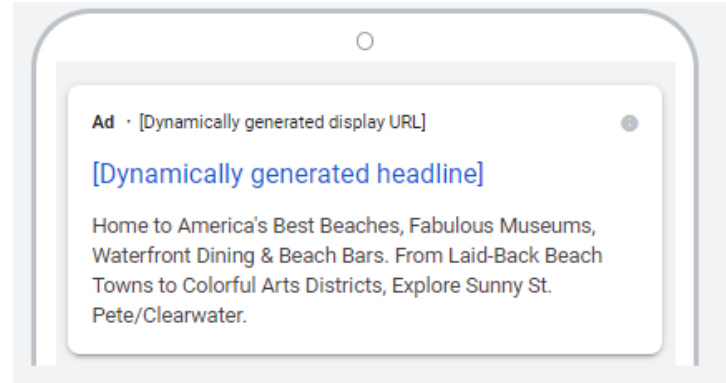
- In February, the prospecting campaign generated 33,783 clicks at a CPC of \$0.35 and a CTR of 14.08%
- The retargeting campaign generated 14,780 clicks at a CPC of \$0.27 and a CTR of 15.33%
- The prospecting campaign had 37,983 conversions and a conversion rate of 75%.
- The remarketing campaign had 10,428 conversions and a conversion rate of 66%
- Bounce Rate was 55% and page per session were 1.65
- Prospecting was the top performing campaign overall for clicks, users, sessions, and conversions in February. The retargeting campaign had the lowest CPC overall at \$0.27

Conversion Goal	# of Conversions
Deal Views	32
Time on Site < 1:30	10,966
Travel Deals Discount Page Views	60
Total Partner Referrals	7,931
Events View	12,461
Pages Per Session >2	6,418
Destination Guide Order	102
Newsletter Signup	13



February SEM DSA Highlights

- 100,616 impressions and 15,373 clicks
- CTR – 15.28%
- CPC - \$0.60
- Generated 6,514 conversions
- Communities generated the most conversions (2,713) followed by Things To Do (1,755)



Appendix

Glossary of Media Terms & Partners

Media Terms

- **CPC:** cost per click
- **CPCV:** cost per completed video view
- **CPM:** cost per mille (thousand) impression
- **CTA:** call to action
- **CTA Rate:** Click through rate from native article to client website – specific to Nativo programs
- **CTR:** click through rate
- **CTV:** Internet Connected TV devices
- **DSA:** dynamic search ad; SEM ad type ran on Google that uses content from the landing pages on your website to target your ads to searchers. Google creates relevant headlines based on website content and the search query, while we provide two lines of description.
- **DSP:** demand side platform; software used to buy programmatic media
- **Engagement Rate:** engaged website sessions generated by display media divided by all pageviews generated by display media OR total engagements with an interactive rich media unit divided by total impressions
- **Interaction Rate:** percentage of unique interactions with an interactive rich media unit compared to total impressions
- **OTT:** Over-the-Top video content from streaming services; frequently viewed on CTVs (<https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/>)
- **PV Rate:** website pageviews generated by display media divided by all display media impressions
- **ROAS:** return on ad spend

Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+Genuity:** Miles Partnership's programmatic division; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Nativo:** Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- **Atlas Obscura:** Online magazine and publisher that catalogs unusual and obscure travel destinations across the world
- **Expedia:** Largest network of online travel agencies (OTAs), including Expedia.com, VRBO.com, and Hotels.com
- **PadSquad:** Rich Media vendor specializing in interactive, mobile units distributed across a network of premium publishers
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.

Visit St. Pete/Clearwater

Monthly Website Reporting

February 2023



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Executive Summary

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

TRAFFIC

VSPC's website hit an all-time record for Traffic (Sessions) in February, with an increase of 57% compared to Feb-2022. It should be noted that although a somewhat unseasonal outbreak of Red Tide did generate substantial site visits and pageviews through Organic Search, there was still strong growth in Organic traffic despite this anomaly. Another factor in the strong growth came through Paid Search (text and video advertising) which grew 42% compared to Feb-22, as well as Social traffic which climbed a whopping 219%. Note that for Paid Search, there was a 20% increase in spend, however, the cost-per click was 22% lower, and Clicks climbed 54% - so paid search efforts were not only more efficient, but more effective as well. Spend was up on Social channels as well (\$30k versus \$14k in Feb-2022), but with an overall increase of 219% it's clear that non-paid Social traffic was extremely strong. Only email traffic, a small contributor to total traffic was off, down 32% year-over-year.

ENGAGEMENTS

Overall, some engagement metrics fell moderately for the month - however this was highly correlated to the mix of traffic as opposed to any concerning trends. First, with respect to overall Bounce Rate (up 11.5%), site traffic to the Beach Conditions page typically has a relatively high bounce rate, and paid channels such as Display and Social also tend to have a higher than average bounce rate. With respect to Paid Search however, which did grow considerably, Bounce was slightly down (-0.6%) further confirming that Paid Search is performing exceptionally well. Average Session Duration did however fall moderately for every channel (down 23% overall year-over-year) with the exception of Email but again, this was largely a function of much more paid traffic to the site which are channels that commonly have shorter site visits. By comparison, Organic Traffic's Average Session Duration fell a modest 7%.

PARTNER ENGAGEMENTS

The website did a an excellent job of connecting site visitors to partners in February, with Partner Referrals up 24.5% or 47K this year versus 37.7K in Feb-2022. Partner clicks from co-op advertising opportunities were flat however with just under 10k clicks YoY although viewable impressions were up over 32K with a total of 463K viewable ad impressions and a strong click-through rate of 1.91% - which is well over what an advertiser would expect through alternative display advertising options.

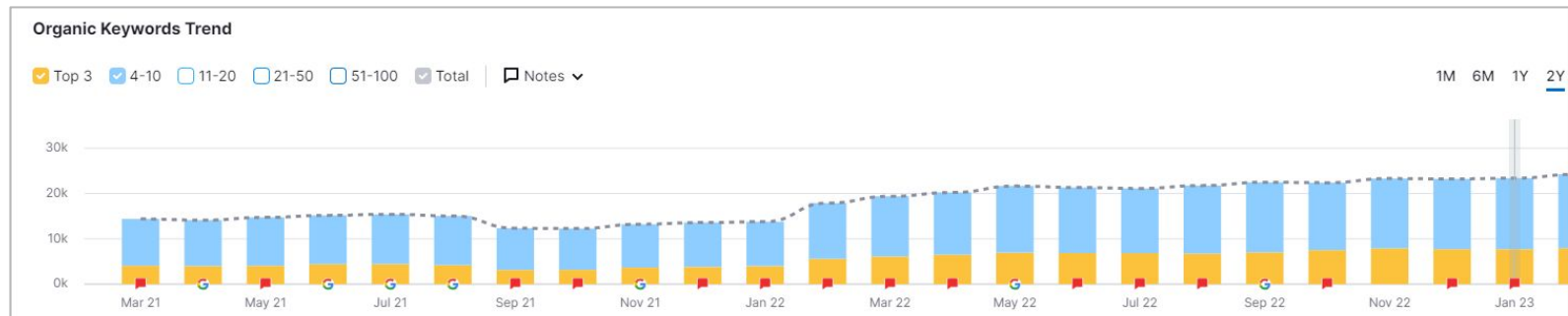
Executive Summary

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SEO / CONTENT PERFORMANCE

VSPC's website continues to do very well in terms of SEO, with solid site health and core web vital scores, excellent progress for Organic Keywords over the past two years (graph below showing "performing" keywords in the top 10 positions) and content that is driving engagement with the the destination's beaches, things-to-do, events and communities. Here are top results for pageviews (Organic Only) followed by Keyword performance::

Page	Pageviews FEB23	Pageviews FEB22	Percent Change
/current-beach-conditions	25229	2921	764%
/events-festivals	17506	11313	55%
/communities/clearwater-beach	11089	5688	95%
/communities/clearwater	6444	605	965%
/things-to-do	4808	2805	71%



Google Analytics



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Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

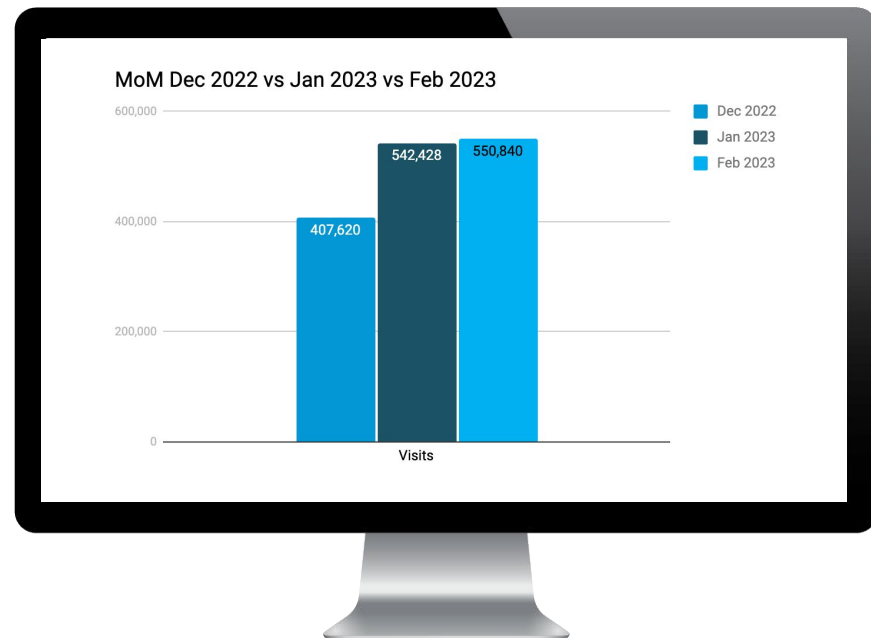
Total Visits: 550,840  1.6%

Total Unique Visitors: 436,193  10.68%

Total Page Views: 868,455  1.4%

Overall Bounce Rate: 64.91%  -0.3%

Time on Site: 1:22  1.78%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 550,840  57.1%

Total Unique Visitors: 436,193  57.08%

Total Page Views: 868,455  37.85%

Overall Bounce Rate: 64.91%  11.5%

Time on Site: 1:22  -23.52%



Total Leisure Site Traffic, Page View & Engagement

Performance: Last 12 Months

March 1, 2022 through February 28, 2023

Total Traffic/Sessions: 4,638,034  -17.89%

Unique Visitors: 3,598,361  -0.15%

Page Views: 7,429,276  -23.13%

KPIs

Performance (MoM)

- Partner Referrals: 67,581
- DM Orders: 771
- Tripadvisor Clicks: 1,130
- Newsletter Sign-Ups: 146
- Deals Views: 420
- Time on Site: 1:22
- Pages per Session: 59,960



Total Industry Site Traffic, Page Views & Engagement

February Performance

Total Visits: 1,382  -3.3% (MoM)

 27.3% (YoY)




Total Organic Visits: 628  9.8% (MoM)

 30.6% (YoY)

Total Page Views: 2,628  2.0% (MoM)

 29.1% (YoY)

Top Pages Viewed

- Homepage: 614  15.0% (MoM)
- /info/staff-directory: 154  -13.0% (MoM)
- /reporting/bed-tax: 142  108.8% (MoM)

2022-2023 Gulf to Bay Digital Guide

Performance: Start June 24 - February 28, 2023

- PDF Downloads: 356
- Sessions: 3,884
- Pageviews: 174,250
- Pages/Session: 44.86
- Avg. Session Duration: 4:59
- Device Category:
 - Mobile: 1,604 sessions
 - Desktop: 1,976 sessions
 - Tablet: 304 Sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE:

Feb 1, 2023 - Feb 28, 2023

IMPRESSIONS

Total impressions

810,631

↑ 91,028 from previous year

CLICK-THROUGH RATE

Total CTR

1.91%

↑ -0.46% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

462,894

↑ 32,042 from previous year

VIEWABLE PERCENT

Viewable Percent

57.23%

↑ -2.94% from previous year

AVERAGE CPM

Total average eCPM

\$17.61

↑ \$0.89 from previous year

Line item type ▾

Total CTR

Total impressions

Standard

1.91%

564,998

Sponsorship

1.88%

3,626

Bulk

1.91%

242,007

Creative size (delivered) ▾

Total CTR

Total impressions

Fluid

1.91%

810,631

Device category ▾

Total CTR

Total impressions

Tablet

1.89%

36,559

Smartphone

1.86%

542,688

Desktop

2.01%

231,329

Connected TV

3.64%

55

Placement

Total CTR

Total clicks

Total impressions ▾

-

1.88%

9,615

512,445

STPE: Communities

2.09%

3,261

155,705

STPE: Things to Do

1.62%

1,968

121,268

STPE: Places to Stay

3.19%

554

17,351

STPE: Attractions

1.24%

178

14,299

STPE: Museums

1.10%

60

5,437

STPE: Form

1.88%

68

3,626

STPE: Golf

0.89%

21

2,355

STPE: Fishing

0.89%

15

1,687

STPE: Beaches

1.60%

18

1,126

STPE: Boating & Outdoors

1.71%

16

935

STPE: Sports

0.94%

8

848

STPE: All Other

0.00%

0

197

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Organic Traffic



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Organic Traffic

Summary

With 203,762 organic sessions, traffic in February 2023 was up 20.7% looking year-over-year. February's organic sessions were up 11.6% from the 31-day period of January 1-31, 2023. Organic sessions were also up when compared to February 2020 (14.4%) and February 2021 (21.0%). Organic sessions accounted for 37.0% of all website traffic in February 2023 compared to 48.1% in February 2022.

The "Current Beach Conditions" page generated the most organic landing page sessions in February 2023 with 19,728, which was a 684.7% increase from February 2022's 2,514 organic landing page sessions.

The "Events & Festivals" landing page ranked second in organic sessions for February 2023 with 12,268, which was an increase of 69.0% YoY.

The "Catch a Spring Training Game" article was the ninth in organic landing page sessions in February 2023 with 2,513 (vs. 644 in February 2022). That page had an organic bounce rate of 34.3%, while being credited with an average of 1.97 pages per organic session and an average organic session of 1 minute, 57 seconds.

The homepage saw a YoY decrease in organic landing page sessions of 33.2% with 6,791. The homepage was credited with an average session duration of 2:46 (compared to 2:47 in February 2022) and an average of 2.64 pages per organic session (compared to 2.57 in February 2022).

The Clearwater Beach and Clearwater /communities pages ranked third and fifth, respectively, in organic landing page sessions for February 2023. The Clearwater Beach /communities page had 8,310 organic sessions (a 119.1% increase YoY), an organic bounce rate of 57.4%, an average of 1.99 pages per organic session, and an average organic session duration of 1:54.



Organic Traffic

Summary (Continued)

The Clearwater /communities page had 5,609 organic landing page sessions (vs. 530 in February 2022), an organic bounce rate of 63.9%, an average of 1.97 pages per organic session and an average organic session duration of 1:54.

The St. Pete Beach communities page lost 15.7% of its organic sessions YoY and was seventh with 2,955. That page was credited with an average of 2.24 pages per organic session, a 52.8% organic bounce rate, and an average organic session duration of 2:40.

February's organic bounce rate of 54.9% represented a YoY increase of 5.2% from February 2022's 52.2% organic bounce rate. The average pages per organic session (1.70) and average organic session duration (1:50) were lower YoY by 3.8% and 6.8%, respectively. The average pages per organic session in February 2022 was 1.76 and the average organic session duration was 1:58.

Of the top 10 pages by organic sessions, three had a bounce rate under 51% (two of those under 35%), four additional pages had a bounce rate under 60%, and nine were credited with an average organic session duration of at least 1:43. The average organic session duration for the "Current Beach Conditions" page was 1:13.

The top 10 organic landing pages in February were:

- /current-beach-conditions
- /events-festivals
- /communities/clearwater-beach
- /profile/pier-60-clearwater-beach/139755
- /
- /communities/clearwater
- /communities/st-pete-beach
- /profile/johns-pass-village-boardwalk/138598
- /article/catch-spring-training-game
- /article/fort-de-soto-park

Top 10 Organic Landing Pages Performance vs. February 2022

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
www.visitstpeteclearwater.com/current-beach-conditions	19728	71.55%	1.49	72.77
www.visitstpeteclearwater.com/current-beach-conditions	2514	73.91%	1.29	55.25
www.visitstpeteclearwater.com/events-festivals	12268	50.94%	2.32	145.64
www.visitstpeteclearwater.com/events-festivals	7261	47.09%	2.56	150.93
www.visitstpeteclearwater.com/communities/clearwater-beach	8310	57.38%	1.99	126.61
www.visitstpeteclearwater.com/communities/clearwater-beach	3793	57.63%	1.92	130.09
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	7390	60.83%	1.42	102.57
www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	6660	55.50%	1.52	93.72
www.visitstpeteclearwater.com/	6791	55.13%	2.64	166.21
www.visitstpeteclearwater.com/	10169	54.05%	2.58	167.3
www.visitstpeteclearwater.com/communities/clearwater	5609	63.90%	1.97	113.59
www.visitstpeteclearwater.com/communities/clearwater	530	57.92%	1.94	134.36
www.visitstpeteclearwater.com/communities/st-pete-beach	2955	52.76%	2.24	160
www.visitstpeteclearwater.com/communities/st-pete-beach	3505	48.27%	2.38	181.23
www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598	2814	59.88%	1.38	107.89
www.visitstpeteclearwater.com/profile/johns-pass-village-boardwalk/138598	3026	55.02%	1.32	110.17
www.visitstpeteclearwater.com/article/catch-spring-training-game	2513	34.34%	1.97	112.79
www.visitstpeteclearwater.com/article/catch-spring-training-game	644	41.61%	1.7	90.45
www.visitstpeteclearwater.com/article/fort-de-soto-park	2622	34.29%	1.44	130.68
www.visitstpeteclearwater.com/article/fort-de-soto-park	3827	32.87%	1.4	135.41
February 2023 (all landing pages)	203762	54.93%	1.7	109.56
February 2022 (all landing pages)	168583	52.20%	1.76	117.55

Note: February 2022 Performance in yellow

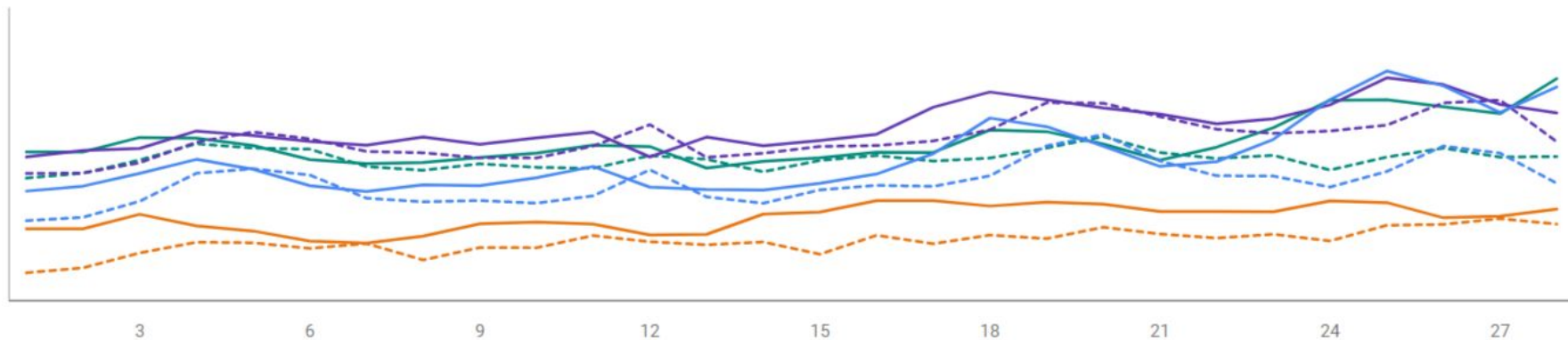
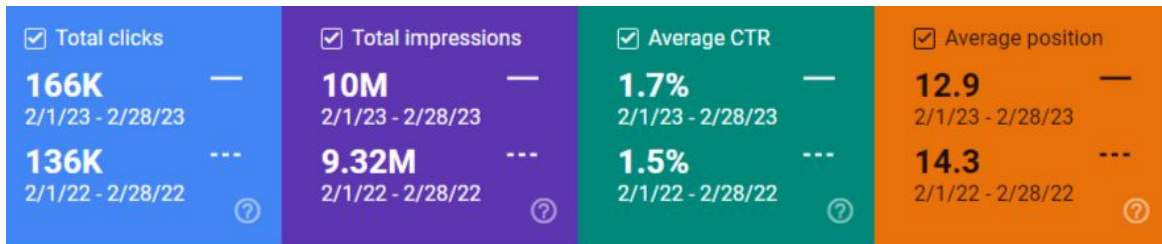
URL Types February 2023 vs. February 2022

URL Type	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (in seconds)
February 2023 (all URLs containing /profile)	51094	58.57%	1.3	73.98
February 2022 (all URLs containing /profile)	52051	58.18%	1.33	73.89
February 2023 (all URLs containing /event/)	15235	61.88%	1.27	66.06
February 2022 (all URLs containing /event/)	11163	57.98%	1.68	89.59
February 2023 (all URLs containing /communities)	29771	59.17%	1.92	125.03
February 2022 (all URLs containing /communities)	20885	58.20%	1.96	136.01
February 2023 (all URLs containing /article/)	23615	37.72%	1.64	133.6
February 2022 (all URLs containing /article/)	23340	35.15%	1.64	141.02
February 2023 (all URLs containing /list/)	15017	39.24%	1.67	134.32
February 2022 (all URLs containing /list/)	14630	40.83%	1.82	134.57
February 2023 (all URLs containing /things-to-do/)	7304	55.87%	1.91	123.85
February 2022 (all URLs containing /things-to-do/)	8176	51.79%	1.93	144.9
February 2023 (all URLs containing /eat-drink)	2941	54.00%	2.24	140.88
February 2022 (all URLs containing /eat-drink)	3074	53.29%	2.24	152.59
February 2023 (all URLs containing /places-to-stay)	2106	41.03%	2.95	197.64
February 2022 (all URLs containing /places-to-stay)	1416	39.27%	2.93	196.63

Note: February 2022 Performance in yellow

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

Google Search Console Comparison vs. February 2022



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

Top queries	Clicks 2/1/23 - 2/28/23	Clicks 2/1/22 - 2/28/22	↓ Clicks Difference	Impressions 2/1/23 - 2/28/23	Impressions 2/1/22 - 2/28/22	Impressions Difference
clearwater beach	5,790	1,129	4,661	137,141	160,466	-23,325
clearwater florida	2,821	1,279	1,542	112,313	136,749	-24,436
clearwater	1,465	475	990	85,549	74,368	11,181
red tide st pete beach	983	42	941	1,831	131	1,700
red tide clearwater beach	681	14	667	1,261	102	1,159
clearwater beach florida	796	244	552	15,946	19,353	-3,407
red tide st pete	560	21	539	1,260	88	1,172
red tide clearwater	464	20	444	944	133	811
clearwater beach red tide	429	0	429	730	0	730
pier 60 clearwater	1,648	1,304	344	5,564	6,202	-638

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

Top queries	Clicks 2/1/23 - 2/28/23	Clicks 2/1/22 - 2/28/22	↑ Clicks Difference	Impressions 2/1/23 - 2/28/23	Impressions 2/1/22 - 2/28/22	Impressions Difference
st pete beach	894	1,276	-382	41,779	44,460	-2,681
st petersburg florida	361	740	-379	63,548	85,287	-21,739
fort desoto	309	643	-334	19,565	20,132	-567
st pete pier	211	523	-312	16,151	18,260	-2,109
indian rocks beach	321	570	-249	29,767	29,856	-89
first friday st pete	73	314	-241	1,351	1,306	45
honeymoon island	228	462	-234	28,534	22,969	5,565
madeira beach	244	445	-201	32,763	35,293	-2,530
pass a grille beach	106	305	-199	7,430	8,608	-1,178
st petes beach	247	443	-196	9,051	10,805	-1,754

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

Top pages	Clicks 2/1/23 - 2/28/23	Clicks 2/1/22 - 2/28/22	↓ Clicks Difference	Impressions 2/1/23 - 2/28/23	Impressions 2/1/22 - 2/28/22	Impressions Difference
https://www.visitstpeteclearwater.com/current-beach-conditions	18,415	2,243	16,172	170,525	50,988	119,537
https://www.visitstpeteclearwater.com/communities/clearwater-beach	7,616	2,194	5,422	304,232	408,439	-104,207
https://www.visitstpeteclearwater.com/communities/clearwater	4,914	146	4,768	362,692	5,364	357,328
https://www.visitstpeteclearwater.com/events-festivals	10,477	7,094	3,383	165,567	131,378	34,189
https://www.visitstpeteclearwater.com/article/catch-spring-training-game	2,411	550	1,861	127,331	32,762	94,569
https://www.visitstpeteclearwater.com/info/red-tide-faqs	1,842	0	1,842	51,530	0	51,530
https://www.visitstpeteclearwater.com/event/firestone-grand-prix-st-petersburg/1496	1,854	954	900	119,369	76,173	43,196
https://www.visitstpeteclearwater.com/things-to-do/baseball-spring-training-st-peteclearwater	714	0	714	10,474	0	10,474
https://www.visitstpeteclearwater.com/profile/pier-60-clearwater-beach/139755	6,007	5,300	707	52,070	47,706	4,364
https://www.visitstpeteclearwater.com/profile/baycare-ballpark/141080	643	0	643	41,634	0	41,634

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

Top pages	Clicks 2/1/23 - 2/28/23	Clicks 2/1/22 - 2/28/22	↑ Clicks Difference	Impressions 2/1/23 - 2/28/23	Impressions 2/1/22 - 2/28/22	Impressions Difference
https://www.visitspteclearwater.com/	4,731	8,053	-3,322	586,931	969,212	-382,281
https://www.visitspteclearwater.com/event/events-this-month	0	2,319	-2,319	0	49,743	-49,743
https://www.visitspteclearwater.com/things-to-do/attractions	1,496	3,064	-1,568	82,916	115,932	-33,016
https://www.visitspteclearwater.com/profile/st-pete-pier/138974	612	1,694	-1,082	55,210	64,668	-9,458
https://www.visitspteclearwater.com/profile/indian-rocks-beach/139503	0	1,069	-1,069	0	70,258	-70,258
https://www.visitspteclearwater.com/article/fort-de-soto-park	1,947	2,939	-992	100,914	110,853	-9,939
https://www.visitspteclearwater.com/communities/st-pete-beach	1,711	2,637	-926	152,985	157,166	-4,181
https://www.visitspteclearwater.com/list/ultimate-list-of-street-art-st-pete	0	885	-885	0	21,232	-21,232
https://www.visitspteclearwater.com/event/spring-events-festivals	505	1,236	-731	4,794	11,892	-7,098
https://www.visitspteclearwater.com/event/first-friday-st-pete/1521	196	801	-605	4,434	4,874	-440



Content Updates & Email Performance



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February Content Updates

New or Rewritten Content

- Accessible Museums article
- Clearwater Marine Aquarium profile
- Shell Key Preserve profile
- Caladesi Island State Park profile
- Honeymoon Island State Park profile
- Fort De Soto Park profile

Updates/Fact-Checks: Landing Pages

- Homepage
- Beach Updates & Conditions
- America's Best Beaches
- Events & Festivals
- Family Vacations
- Dining
- Things to Do
- Attractions
- St. Pete community page

Continued on next slide



Shell Key Preserve

2187 Oceanview Dr
Tierra Verde, FL 33715

[View Website](#)

(727) 453-6900

[St. Pete Beach](#)

Overview Details

Shell Key Preserve is a jewel-in-the-rough that few people take the time to experience. A 1,828-acre archipelago at the mouth of Tampa Bay off Florida's Gulf Coast, Shell Key Preserve is frequented primarily by birds and other wildlife. For people to get there, they must take a boat to Shell Key, the biggest piece of dry land in the preserve.

An important wildlife preserve

Once they arrive on the key, people are limited to the southern end of the little island. The rest of the preserve is reserved for wildlife because it's one of the state's most important areas for shorebird nesting and overwintering.

Birds seen in the preserve year-round include wading species such as the reddish egret, great blue heron, great egret and snowy egret, as well as gulls, terns, black skimmers and Wilson's plovers.

At 195 acres, Shell Key is one of the largest undeveloped barrier islands in St. Pete/Clearwater. The rest of the preserve, stretching from the key east to the Pinellas Bayway, consists of 10 or so small mangrove islands and shallow waters with extensive seagrass beds that are crucial nurseries for many sea life species. Sea turtles nest and hatch in the preserve from May 1 to Sept. 30.

Shifts in protection and sands

Shell Key's history includes private ownership and public use. The wildlife preserve was created when Pinellas County leased the area from the state in 2000.

Like barrier islands everywhere, Shell Key Preserve has been sculpted by tides and storms. In the early 1990s, what is now Shell Key was joined to a sandbar south of Pass-a-Grille Beach. A channel existed between the key's north tip and the mainland, but this channel was closed by shifting sand in 2015. In September 2017, Hurricane Irma cut a new small pass through the middle of the key.

February Content Updates

Updates/Fact-Checks: Articles (continued)

- Family Vacation Ideas for Spring Break and Summer Trips
- Family Beach Vacation Ideas
- Free & Cheap Family-Friendly Activities
- Family Fun Ways to Beat the Heat
- Family-Friendly Places to Stay
- A Day at Clearwater Marine Aquarium
- Fort De Soto Park
- James Museum
- Leisure Accolades
- Meetings Accolades
- Transportation FAQs
- Airports & Local Transportation

Updates/Fact-Checks: Profiles

- Imagine Museum
- James Museum
- Dr. Carter G. Woodson African American Museum
- Museum of Fine Arts St. Petersburg

Overview

The **Tom and Mary James Museum of Western & Wildlife Art** has its roots in Tom and Mary James' undivided love for both culture and the city of St. Pete, which has been their home. Tom began collecting art while a student. When their travels took them west, they both became captivated by the art, landscape and wildlife of the West.

A Collection is Born

Tom and Mary James began to collect what moved them – an attention to place made by contemporary artists. They collected for their pleasure as well as hoping to help living artists make a living by their art alone. They collected works in oil, ink, stone and steel; works that defy genres and labels; works that evoke the spirit of a wide open frontier and the beauty of life in the wild. Since their first acquisition, a vast artistic legacy has grown – one filled with emerging artists and living legends, tribal tradition and classical finesse.

Explore the James Museum

Through exhibitions and education programs, The James Museum of Western & Wildlife Art emphasizes the core values of the art that moved Tom and Mary James during their collecting: action, fortitude, heritage and integrity. The James Museum joins the Salvador Dali Museum, the Museum of Fine Arts, the Chihuly Collection and the Museum of the American Arts & Crafts Movement, among many other institutions, in affirming St. Pete as a sophisticated arts and cultural destination for visitors and residents alike.

Learn more about the museum

Read more about the **James Museum of Western & Wildlife Art**, including its special exhibits and educational programs.

The James Museum of Western + Wildlife Art



VSPC February 2023

Enews Performance

Email Subject Line: 9 Ahhhmazing Reasons to Visit ASAP 🌟

Featured Partner: Museum of Fine Arts, St. Petersburg

Sponsored Content: TradeWinds Island Resorts

Send Date	2/09/23
Total Delivered	130,612
Sessions	1,204
Bounce Rate	46%
Total Unique Clicks	1,018
Total CTR	0.78%
Featured Clicks	102
Sponsored Clicks	236
Opt Outs	417



BEACHES OUTDOORS ARTS

MAKE A (SPRING) BREAK FOR IT!



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Counting the days 'til first pitch? You're in luck! Special this year, the scrappy, fun-loving Tampa Bay Rays are bringing their **Spring Training games** to Tropicana Field. Starting March 2, cheer on the Rays in St. Pete – or watch the Philadelphia Phillies in Clearwater and the Toronto Blue Jays in Dunedin.

PLAY BALL!


FEATURED PARTNER

Museum of Fine Arts, St. Petersburg



"True Nature: Rodin and the Age of Impressionism"
Don't miss this exhibition of works by Rodin, one of the most celebrated sculptors of all time. See them side-by-side with extraordinary paintings by Monet, Cézanne, Pissarro, Degas and others. On view through March 26.

PLAN YOUR VISIT




You Need a Break – Spring Break!
Trade snowflakes for swimsuits and snow boots for flip-flops! Bring the family to St. Pete/Clearwater's 35 miles of white-sand beaches, where outside voices and pent-up energy are warmly welcomed. Zip around on jet skis, meet a dolphin, take a pirate cruise – we've got your family vacation all wrapped up.

COME TO FLORIDA

SPONSORED CONTENT


TradeWinds Island Resorts



There's No Place I'd Rather Beach
Extend your stay and expand your savings when you stay seven or more nights in a one- or two-bedroom villa. More fun and more sun for your entire crew. Save up to 25% on the best available rate for a limited time.

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Dive into St. Pete's rich heritage on a self-guided tour of the African American Heritage Trail through Deuces Live, the city's earliest Black neighborhood. Explore the Dr. Carter G. Woodson African American Museum, discover vibrant Black-owned businesses and check out community events.

LEARN MORE

### CAN'T-MISS EVENTS

Check out all our fun [Festivals & Events!](#)



March 13 - 19, 2023  
**Valspar Championship**  
Watch some of the biggest names in the PGA compete at the Innisbrook Golf Resort in Palm Harbor.



April 1, 2023  
**Dunedin Highland Games**  
Marvel at the caber toss, hear bagpipes and enjoy spirited dancing at this Scottish heritage festival.



April 14 - 16, 2023  
**Tampa Bay Blues Festival**  
Listen to Robert Cray and many other musicians at this festival at St. Pete's gorgeous Vinoy Park.



April 27 - 30, 2023  
**Sunscreen Film Festival**  
Celebrate independent filmmaking with screenings, panel discussions and workshops.



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# VSPC February 2023

## Enews Performance

### TEST A - Winner

Email Subject Line: 9 Ahhhmazing Reasons to Visit ASAP 🌟

Featured Partner: Museum of Fine Arts, St. Petersburg

Sponsored Content: TradeWinds Island Resorts

| Send Date           | 2/09/23 |
|---------------------|---------|
| Total Delivered     | 34,286  |
| Sessions            | 1,204   |
| Bounce Rate         | 0.8%    |
| Total Unique Clicks | 175     |
| Total CTR           | 0.51%   |
| Featured Clicks     | -       |
| Sponsored Clicks    | -       |
| Opt Outs            | 100     |



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[PLAY BALL!](#)

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[COME TO FLORIDA](#)

SPONSORED CONTENT

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[BEACH MORE](#)

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# VSPC February 2023

## Enews Performance

### TEST B

**Email Subject Line:** Hey {{First Name}} - Friend - - Let's Soak Up Some Sunshine... ASAP 🌟

**Featured Partner:** Museum of Fine Arts, St. Petersburg

**Sponsored Content:** TradeWinds Island Resorts


|                            |                |
|----------------------------|----------------|
| <b>Send Date</b>           | <b>2/09/23</b> |
| <b>Total Delivered</b>     | 34,275         |
| <b>Sessions</b>            | 1,204          |
| <b>Bounce Rate</b>         | 0.8%           |
| <b>Total Unique Clicks</b> | 198            |
| <b>Total CTR</b>           | 0.58%          |
| <b>Featured Clicks</b>     | -              |
| <b>Sponsored Clicks</b>    | -              |
| <b>Opt Outs</b>            | 105            |



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ActOn Database Sign-Ups

February Growth

- Total ActOn List Growth*: 2,804
- Webform Sign-Ups: 146

*Includes email sign-ups and unsubscribes

Video Performance



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VSPC Facebook Video Performance in February

Data pulled as of 3/1/23

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Spring Training Baseball in St Pete Clearwater	2/4/23	836	914	37	1:00	0:03	42 Reactions 10 Shares 3 Comments
Can't Miss: Philadelphia Phillies Spring Training	2/6/23	1,055	1,392	61	0:57	0:03	81 Reactions 19 Shares 13 Comments
Savor This: Madison Avenue Pizza	2/9/23	934	1,059	53	1:00	0:04	44 Reactions 4 Shares 7 Comments
Outdoor Immersion: John Chestnut Sr Park	2/21/23	1,007	1,034	115	1:00	0:04	49 Reactions 8 Shares 5 Comments

VSPC Facebook Video Performance in February

Data pulled as of 3/3/23

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Can't Miss: Philadelphia Phillies Spring Training	2/22/23	929	953	119	0:57	0:03	47 Reactions 14 Shares 3 Comments
Can't Miss: Blue Jays Spring Training	2/23/23	941	960	120	1:00	0:03	50 Reactions 9 Shares 1 Comments

VSPC Instagram Video Performance in February

Data pulled as of 3/07/23

Video Titles	Date Published	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Engagement Metrics
Savor This: Madison Ave Pizza	2/09/23	3,080	123	60s	72 likes 5 comments
SPC Events: Localtopia	2/15/23	6,802	340	60s	160 likes 5 comments

VSPC YouTube Video Performance in February

**Data pulled as of 3/3/23*

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Da ys Live]	Video Length	Avg. Minutes Viewed	Engagement Metrics
Outdoor Immersion: John Chestnut Sr. Park	2/21/23	86	96	9	1:06	0:34	5 Likes 1 Share

February- Video Analysis

Video Analysis – YouTube*

Since only one video was posted this month towards the end of the month, we will hold off on analysis until next month and will include this month's video in that analysis.

Video Analysis – Instagram

Most viewed video (based on average daily views): [SPC Events: Localtopia](#)

Most engaged-with video (based # of likes, comments, shares): [SPC Events: Localtopia](#)

Video of the Month: [SPC Events: Localtopia](#)

Video Analysis – Facebook

Most viewed video (based on 7-day views): [Can't Miss: Philadelphia Phillies Spring Training](#)

Most watched video (based on average minutes viewed): [Tie between: Savor This: Madison Avenue Pizza & Outdoor Immersion: John Chestnut Sr Park](#)

Most engaged-with video (based # of likes, comments, shares): [Can't Miss: Philadelphia Phillies Spring Training](#)

Video of the Month: [Can't Miss: Philadelphia Phillies Spring Training](#)

February Video Analysis

Learnings

- With February being a shorter month and our recent focus on developing new concepts, posting was light on all channels except for Facebook.
- On both Facebook and Instagram, events videos performed better than other content types.
 - This could indicate audiences are looking for things to do in the upcoming spring months.
- On IG, simple, short videos created by VSPC consistently outperform Mile's more informative and longer videos
 - This supports the discussions we've been having about moving away from using the YouTube versions for IG and instead, planning content specifically for that platform.
- Overall, this feels like a great opportunity to revisit Video Analysis – including how we measure success for video posts per channel.
- Recommended next steps:
 - Discuss desired goals for video content on YouTube, Instagram and Facebook
 - Revisit Video Analysis format to better track desired goals
 - Discuss strategy for planning content by channel vs by topic or location

Takeaways



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Takeaways/Next Steps

Although SEO is in good shape, there is always opportunity for improvements. VSPC's efforts will continue to focus on site health, improving core web vitals (site speed) for Mobile, and addressing content opportunities to continue the solid trend in Keyword performance as well as driving Organic Traffic.

The Spring/Summer digital advertising media plan is in the final stages for review with plans to request proposals from advertisers upon finalization later this month. Performance across paid channels, as well as site traffic, has been strong, so the team will primarily leverage performance gains from media optimizations and the upward performance trends from media buys for Fall/Winter and maximize the flexibility enabled by extending existing media buys as opposed to making any dramatic shifts.

Social Media programs continue to be a very strong traffic driver to the website, with excellent engagement. In late February the VSPC digital team completed a deep dive into every social channel to review performance, best practices, content recommendations, format recommendations, editorial strategy, and much more. With VSPC performing better than any other Florida DMO on YouTube, as well as making big gains on several of the newer platforms, this will be a continued effort throughout the year to keep Social a top channel for inspiration, engagement, as well as site traffic.



MONTHLY SOCIAL MEDIA REPORT

FEBRUARY 2023



ST.PETE
CLEARWATER

Facebook



725,208 ▼
Engagement



9,249,285 ▼
Total Impressions



269,579 ▼
Post Link Clicks



3.5M ▼
Video Views



10,822 ▼
Shares



321,401 ▲
Total Page Likes

Top Post



"Today's forecast: sunny with a 100% chance of America's Best



Likes
8.4K



Shares
829



Comments
246



Post Link Clicks
-

Facebook Ad totals

\$29,604.14
Spend

408,395 ▼
Clicks

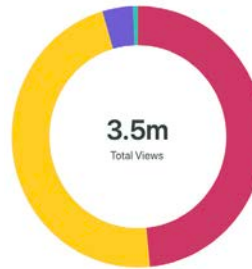
\$3.12 ▲
Cost per 1K

9,479,077 ▼
Impressions

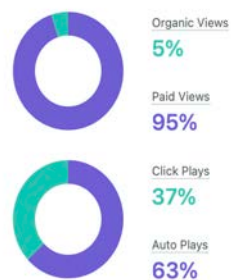
4.31% ▲
Click through rate

\$0.07
Cost per click

View Metrics



Viewing Breakdown



Instagram



80K
Followers



563 ▲
New Followers

29
Posts

25,844 ▲
Engagement

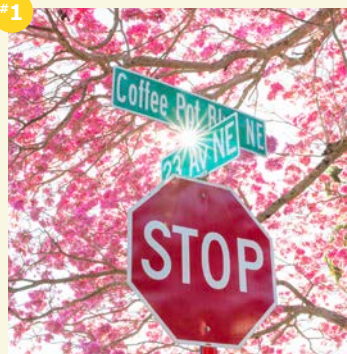
3.3% ▼
Engagement Rate



777,629 ▲
Impressions

Top Posts

#1

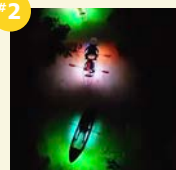


2,886

58

39K

#2



1,529

63

29K

#3



1,655

52

NA

1,388 ▼
Saves
1% ▼



15 ▼
Stories sent
50% ▼



25,001 ▼
Story Impressions
36% ▼

1,650 ▲
Avg. Reach per Story
27% ▲

10 ▼
Reels Published



#LetsShineSPC

Monthly Social Media Report – Feb 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change

MONTHLY SOCIAL MEDIA REPORT

February 2023



ST.PETE
CLEARWATER



Twitter



107,562 ▲
Followers



380 ▲
New Followers



13,801 ▼
Engagement



405,213 ▼
Total Impressions



3.9 ▲
Tweets per day



795 ▲
Post Link Clicks



795 ▲
Re-tweets earned



6,420 ▲
Favorites earned

Top tweet



Tucked away on the southern-most tip of St. Pete/Clearwater's mainland, sits the sleepy little beach town of historic Pass-A-Grille. It's home to a wide stretch...

21
Comments

45
Retweets

445
Likes



YouTube



22,945 ▲
Subscribers



108 ▲
New Subscribers



327,661 ▼
Views



1,253,964 ▲
Minutes Watched



253 ▼
Shares



202 ▼
Likes

Top video



Youtube Teaser Video

Total Views 52K



TikTok



23.9K ▲
Followers



12.3K ▲
New Followers



173K ▼
Video Views



13K ▼
Likes



149 ▼
Comments



776 ▼
Shares

Top video



Egmont Key Video



#LetsShineSPC

Monthly Social Media Report – Feb 2023

▲ Increase over previous month

▼ Decrease over previous month

● No change