

Digital Paid Media Reporting Highlights

June 2022

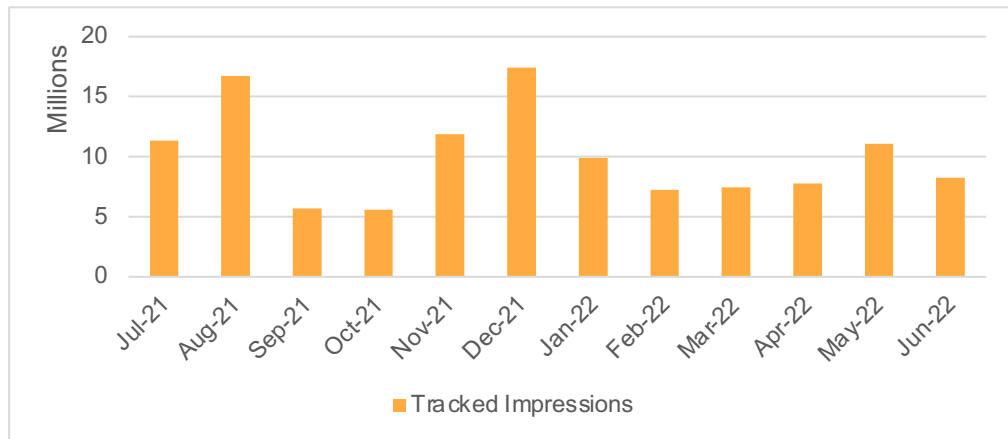


ST.PETE
CLEARWATER

miles
PARTNERSHIP

June Media Activity

- Click volume was up enormously MoM primarily due to launch of Travelzoo program, while tracked impressions were slightly down. Custom article with Smithsonian also launched in June.
- Life's Rewards campaign completed in full



- Display
- Rich Media
- Native
- Video

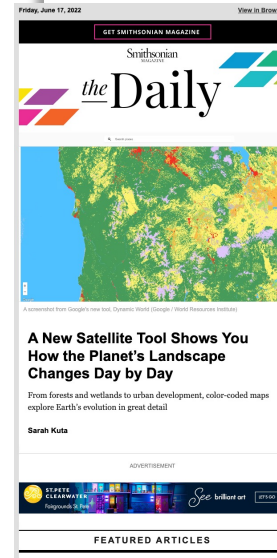
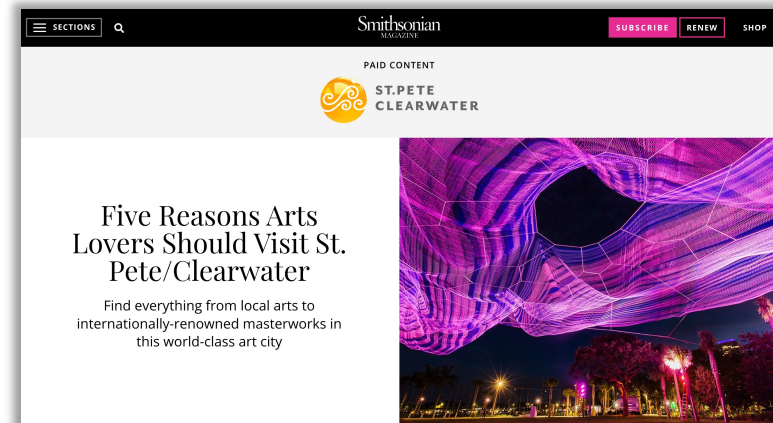


Campaign	Format	Partner	June				
			5/30	6/6	6/13	6/20	6/27
Always On	Display, Pre-Roll	Ad+Genuity					
Always On	Display, Pre-Roll	Sojern					
Spring	Video	Hulu					
Spring	Display	Tripadvisor Conde Nast					
Spring	Native Article	Nativo					
Spring	Rich Media	Undertone					
Spring	Custom Program	Travelzoo					
Spring	Native Article	Smithsonian					
Life's Rewards	Native Article	Nativo					
Co-Op	Email	AFAR					
Always On	Social	Facebook/Instagram					
Always On	SEM	Google					

Display Media Highlights

- **Sojern** was the top performing, driving the most volume of site activities and strongest PV and Engagement Rates
- **Nativo** drove the most impressions, with both general brand campaign and Life's Rewards campaign active this month
- **Smithsonian** program launched on 6/10 and initial results were very strong
 - ⇒ 2,715 pageviews on the custom article averaged **4:32 time on page**, more than 4X the benchmark
 - ⇒ The Daily Newsletter Takeover on 6/17 had a **unique open rate of 52%** and a 2.1% CTOR

Smithsonian Custom Article



colors and expansive shapes that appear one way from a completely different close-up. It's everything art should be—adventurous, and fun. It's on the walls of museums and galleries, bears in the form of vibrant street murals, captivating in historic theaters and intimate nightlife venues, and a pier that the crystal-blue waters of Tampa Bay.

Smithsonian
Daily Newsletter
Takeover

Hulu Check-In

- Hulu campaign has delivered **2.2M total impressions** from April through June
 - ⇒ 1.39M 30s commercial impressions
 - ⇒ 569K Interactive CTV ad impressions
 - ⇒ 280K premium slate impressions
- Overall averaging a **99% completed view rate** and **\$0.04 CPCV**
- Spring Interactive CTV Ad has underperformed on interaction rate, but overperformed on time earned

Interactive CTV Ad Performance

	VSPC Spring Performance	VSPC Winter Performance	Innovid Benchmark
Interaction Rate*	0.39%	0.48%	0.60%
Time Earned**	105.86s	62.46s	63s

*Percentage of impressions where the user interacted to reveal the expanded slate

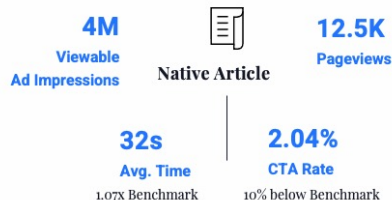
** Average time in seconds spent engaging with the expanded slate

Interactive CTV Ad



Life's Rewards Campaign Summary

CAMPAIGN HIGHLIGHTS



TOP AD UNIT

Native Article

A screenshot of a native article ad. It features a 'SPONSORED CONTENT' label, a photo of two people in a kayak, and the headline 'Why You Need to Start Binging This Show Immediately'. The byline reads 'By Visit St. Petersburg/Clearwater'. A small blue icon is at the bottom left. To the right of the ad is a CTR of 0.35%.

0.35% CTR

AUDIENCE ENGAGEMENT

Romantic Getaways

102S
Avg. Time

Road Trip Families

31S
Avg. Time

Insight: Based on time spent, couples and those likely to be in market for romantic getaways were most intrigued by the premise of Life's Rewards and the possibilities of a VSPC trip. Road tripping families also found value in the content as demonstrated in their at-benchmark performance.

TOP HEADLINES

Why You Need to Start Binging This Show Immediately

0.39%
CTR

Check Out the Paradise Where This Amazon Prime Show Was Filmed

0.29%
CTR

All the Locations You Need to Visit After Watching This Dramedy on Amazon Prime!

0.27%
CTR

Insight: Content consumption during the pandemic has grown significantly. Resultingly, "binging" brought about a +62% lift (~2X the lift from our season 1 campaign), because it draws in streamer audiences to click-through and find the next best show to obsessively watch. Including call-to-action language instructing readers to "check out" the show drove a +25% CTA lift.

TOP IMAGES



0.30%
CTR



0.29%
CTR

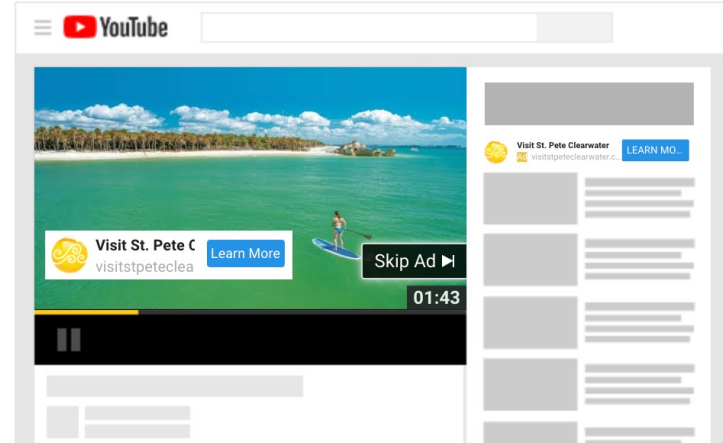


0.28%
CTR

Insight: The top performing image shows a beat-up truck for sale next to three men with confused expressions- the chaos captured in the image piqued the interest of readers who are now invested in learning where they go from there. Lean further into imagery that piques curiosity and consider rotating in additional imagery that mirrors the type of audiences interested in your content (couples, families, etc.) for deeper testing.

June MoM SEM Highlights

- 482,982 search impressions and 83,493 clicks from \$60k spend
- 308,674 views on YouTube for \$0.035 CPV with a 34% VTR
- In Feed Ads had 39,368 clicks to view for an \$.08 CPC
- Search generated 50,812 conversions – decreased 6% MoM
- Conversion Rate was 59.20% - down 1% MoM
- CPC - \$0.72 – increased 5%
 - Travel Industry Benchmark \$1.53
- CTR – 17.29% - decreased 1%
 - Travel Industry Benchmark 4.7%
- Bounce rate was flat
- Pages per session was flat



Ad - visitstpeteclearwater.com/communities ▾ 7274647200

Clearwater Beach | Award-Winning Beaches | Sunshine is Waiting

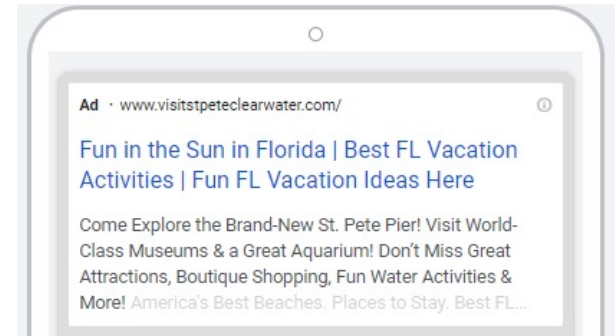
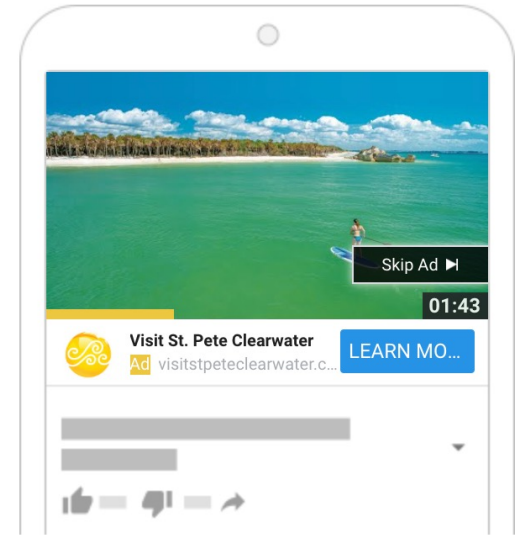
Pack a Swimsuit, Flip Flops & Face Masks! Visit America's Best Beaches Responsibly. Consistently On the List of Top Beaches in the U.S. Experience It For Yourself! America's Best Beaches. Places to Stay. Best FL Beaches. Family Fun Activities.

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

June YoY SEM Highlights

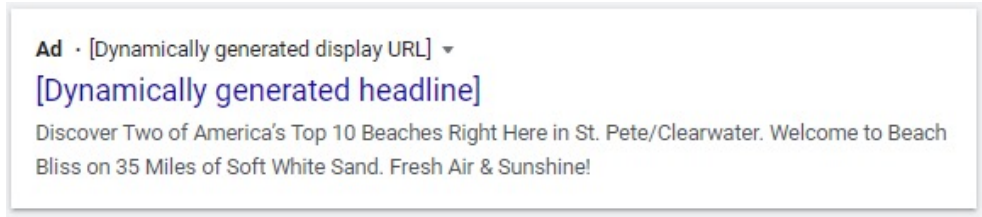
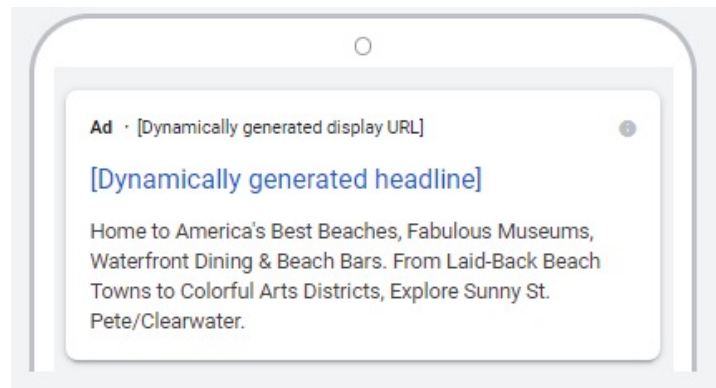
- Search generated 50,812 conversions **increased 96% (50,812 vs 25,872)**
- Conversion rate **increased 89%**
- CPC **decreased 16% (\$0.72 vs \$0.86)**

Conversion Goal	# of Conversions
Deal Views	1,177
Time on Site < 1:30	18,349
Travel Deals Discount Page Views	8,061
Total Partner Referrals	6,369
Events View	3,324
Pages Per Session >2	13,336
Destination Guide Order	164
Newsletter Signup	20



June SEM DSA Highlights

- 111,552 impressions and 19,414 clicks
- CTR - 17.40%
- CPC - \$0.69
- Generated 10,480 conversions
- Communities generated the most conversions (6,345) followed by Beaches (1,580)



Appendix

Glossary & Creative Links

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 Nativio 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:** website sessions that include 2+ pageviews generated by display media divided by all pageviews generated by display media
- **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 & Creative

Media Partners

- **Sojern:** Managed service programmatic vendor with unique travel intent data
- **Ad+Genuity:** Miles Partnership's programmatic group; taps into multiple Demand Side Platforms (DSPs) including Basis, Amazon, and DV360; data and inventory agnostic
- **Hulu:** Leading streaming platform reaching over 110M ad supported users. Generally, video commercials on Hulu run cross-device including on living-room TVs which account for 80% of their inventory
- **Undertone:** Rich Media vendor specializing in high-impact, cross-device units distributed across a network of premium publishers
- **Nativo:** Native advertising vendor that enables long-form content distribution at scale across network of premium publishers
- **Dunhill Travel:** Online collection of travel deals and discounts reaching 11M users
- **Tripadvisor:** World's largest travel website, featuring user-generated reviews and comparison shopping tools, as well as inspirational travel editorial content
- **Conde Nast:** Global media publisher with portfolio of premium consumer brands including CN Traveler, Vogue, Bon Appetit, Pitchfork, Wired, and many others
- **Smithsonian:** Official journal and online magazine published by the Smithsonian Institution
- **Travelzoo:** Online publisher of unique travel deals reaching 28M members worldwide.

Creative



MONTHLY SOCIAL MEDIA REPORT

Facebook

311,243 Page Likes

PERFORMANCE SUMMARY



>> Top Post



"Happy Pride Month from the iconic Sunshine Skyway Bridge!"

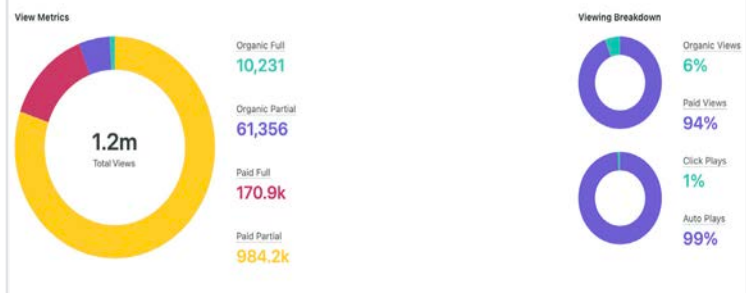
Likes **3.5K** ▼

Shares **914** ▲

Engagement **16.2K** ▼

Post Link Clicks **NA**

VIDEO PERFORMANCE



ADS TOTALS

Spend **\$23,523.38**

Clicks **252,739** ▼

Impressions **6,053,339** ▼

Click through rate **4.18%** ▼

Cost per 1K **\$3.89** ▲

Cost per click **\$0.09**

Instagram

76.7K Followers ▲ ▼

234 New Followers

30 Posts

Engagement **18,348** ▲

Saves **763** ▼

5%

17 Stories sent

18,759 Story Impressions

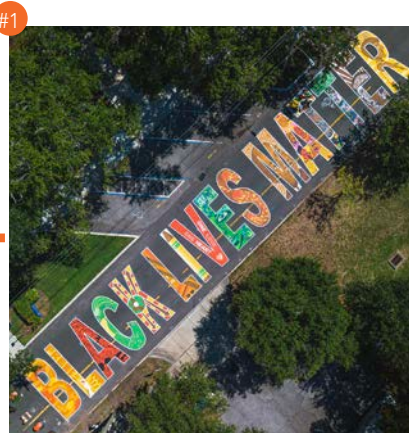
1,090 Avg. Reach per Story

15% ▼

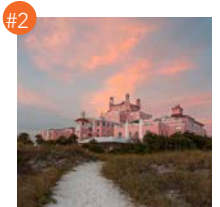
16.5% ▼

1.6% ▼

>> Top Posts



4,331 ❤️ 75 💬





1,414 ❤️ 20 💬




1,258 ❤️ 21 💬



 **15,824** ▲
Engagement

 **4.9** ▲
Tweets per day

 **875** ▲
Re-tweets earned

 **7,462** ▲
Favorites earned

445,396 ▼
Total impressions



Our favorite color is Gulf of Mexico. What's yours?



>> Top Tweet



 **20**
Comments

 **56**
Retweets

 **505**
Likes



Subscribers

 **21,938** ▲

New

130 ▲



476,142 ▼

Minutes watched

342,704 ▲
Views



469 ▲
Likes

432 ▼

Shares

>> Top Video



112.1K Total Views
"Florida's largest Pride Festival takes over St. Pete each June in a dazzling array of sequins, beads, leathers and feathers. More than 200,000 people fill the streets"



Visit St. Pete/Clearwater Monthly Website Reporting

June 2022



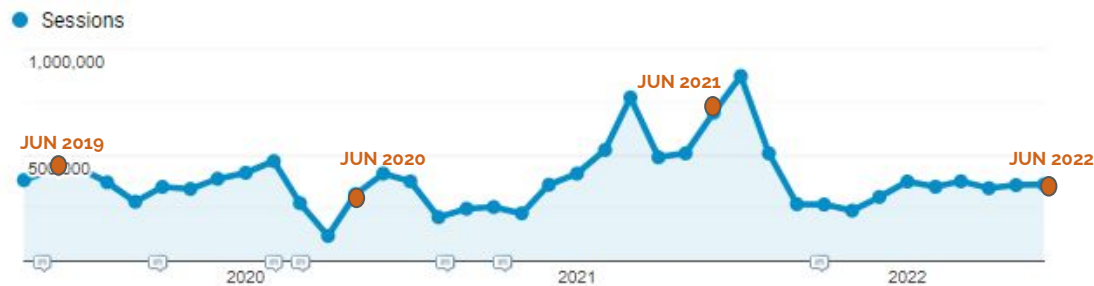
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Executive Summary

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

OVERALL TRAFFIC: Sessions in June were down 48% compared to last year, and pageviews were down 54%, which was a large drop, however there were two major factors at play. First, a very large portion of last year's traffic hit the Beach Conditions page given the Piney Point/Red Tide incident, And second, comparisons to last year must factor the enormous pent-up-demand and high interest that occurred in the summer of 2021 - with several all-time site traffic records throughout the summer:



TRAFFIC BY CHANNEL: In terms of absolute values, Organic Search was the largest contributor to the overall decline, accounting for 141,076 fewer sessions in 2022, a 48% drop. That said there are other channels that were responsible for this decline as well including; Referral traffic (down -90% YoY), (Other) traffic (down -81%), Display (down -90%) and Email (down -95%). These large percentage decreases for these other channels, particularly referral with Visit Florida's traffic down by the exact same percent as VSPC.com's Organic traffic, help substantiate decreased demand overall compared to the summer of 2021. On the organic search side, the landing page responsible for the greatest loss in traffic as mentioned was the /current-beach-conditions page, which, on its own, accounted for 68,761 fewer sessions than it did in 2021.

Executive Summary

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

The drop in referral traffic is again based on there being a sweepstakes going on last June, but not this June. Those draw a high volume of traffic from contest and sweepstakes websites, such as contestgirl.com, sweepstakestoday.com, thebalanceeveryday.com, and more. And although Paid Search traffic was up 17% all other paid sources such as email, display, rich media and video were down leading to the overall campaign traffic decrease.

ENGAGEMENT: Engagement was also down this month, and also had extenuating circumstances. Average Session Duration fell slightly, from 1 min 31 seconds to 1 minute 27 seconds (down 3.7%), but this is almost entirely a result of a very large share of traffic and a long average time spent last June on the Beach Conditions page (3 minutes 25 seconds). Bounce rate also increased moderately, from 57% to 63% (an 11% increase), largely a function of the typical bounce rate differences in channel mix, and that Organic traffic (a low Bounce channel) was a smaller share of total mix this year (a 6% decrease of the total channel mix).

CONTENT PERFORMANCE: The most-viewed page on the site was the things-to-do/beaches page, with more than 36k pageviews. The communities/clearwater-beach (up 1,306%) page also had more than 30k pageviews as the second-most-viewed page on the site in June 2022. Additional strong performers included the /events-festivals page followed by the /things-to-do page. Finally, the Homepage rounds out the top five most-viewed pages last month.

SECOND QUARTER OVERALL TRAFFIC: Sessions in Q2 were down 37% compared to last year, and pageviews were down 43%. That said, our Avg. Time on Page did increase fairly significantly at +30%, and as noted, there were extenuating circumstances that explain these year/year drops.

Google Analytics



Total Leisure Site Traffic, Page Views & Engagement

Performance (MoM)

Total Visits: 361,479  0.9%

Total Unique Visitors: 291,408  0.46%

Total Page Views: 577,559  -0.1%

Overall Bounce Rate: 63.16%  -1.0%

Time on Site: 1m 27sec  0.46%



Total Leisure Site Traffic, Page Views & Engagement

Performance (YoY)

Total Visits: 361,479  -48.3%

Total Unique Visitors: 291,408  -31.84%

Total Page Views: 577,559  -54.0%

Overall Bounce Rate: 63.16%  11.2%

Time on Site: 1m 27sec  -3.73%



Total Leisure Site Traffic, Page Views & Engagement

Performance: Last 12 months

July 1, 2021 through June 30, 2022

Total Traffic/Sessions: 4,621,014  -8.92%

Unique Visitors: 3,240,608  0.12%

Page Views: 7,734,531  -12.05%

Performance (MoM)

- Partner Referrals: 46,995
- DM Orders: 871
- TripAdvisor Clicks: 146
- Newsletter Sign-ups: 115
- Deals Views: 1,918
- Time on Site: 1min 27sec
- Pages per Session: 40,885



Total Industry Site Traffic, Page Views & Engagement

June Performance


Total Visits: 1,357  **7.6% (MoM)**

 **-12.2% (YoY)**




Total Organic Visits: 546  **-7.3% (MoM)**

 **-21.6% (YoY)**

Total Page Views: 2,476  **6.2% (MoM)**

 **-23.9% (YoY)**

Top Pages Viewed

- Homepage: 423  **1.7% (MoM)**
- /event/tdc-meeting-june-2022/1881: 177  **2,850% (MoM)**
- /info/staff-directory: 121  **1.7% (MoM)**

2022/2023 Gulf to Bay Digital Guide

Performance: June 24, 2022 - June 30, 2022

- PDF Downloads: 24
- Sessions: 375
- Pageviews: 19,991
- Pages/Session: 53.31
- Avg. Session Duration: 5:29
- Device Category:
 - ⇒ Mobile: 125 sessions
 - ⇒ Desktop: 225 sessions
 - ⇒ Tablet: 25 sessions



Partner Digital Advertising: Website Performance Overview

MARKET PERFORMANCE

DATE RANGE:

Jun 1, 2022 - Jun 30, 2022

IMPRESSIONS

Total impressions

657,681

-262,348 from previous year

CLICK-THROUGH RATE

Total CTR

1.94%

1.19% from previous year

VIEWABLE IMPRESSIONS

Viewable Impressions

377,846

151,676 from previous year

VIEWABLE PERCENT

Viewable Percent

57.61%

32.97% from previous year

AVERAGE CPM

Total average eCPM

\$17.66

\$1.48 from previous year

Line item type

Total CTR

Total impressions

Standard

1.91%

459,122

Sponsorship

1.64%

3,848

Bulk

2.02%

194,711

Creative size (delivered)

Total CTR

Total impressions

Fluid

1.94%

657,681

Placement

Total CTR

Total clicks

Total impressions

-

1.76%

6,407

363,683

STPE: Communities

2.05%

3,825

186,839

STPE: Things to Do

2.28%

2,104

92,296

STPE: Attractions

1.04%

128

12,334

STPE: Places to Stay

3.32%

353

10,640

STPE: Beaches

2.45%

121

4,944

STPE: Form

1.64%

63

3,848

STPE: Fishing

0.46%

13

2,853

STPE: Golf

0.57%

11

1,921

STPE: Museums

0.89%

17

1,913

STPE: Boating & Outdoors

1.73%

22

1,271

STPE: All Other

0.99%

3

303

STPE: Sports

0.96%

2

209

Device category

Total CTR

Total impressions

Tablet

1.84%

21,774

Smartphone

1.89%

465,545

Desktop

2.10%

170,255

Connected TV

1.87%

107

1 - 13 / 13


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Organic Traffic



Organic Traffic

Summary

With 151,534 organic sessions, June saw a **48.3% decrease** in Organic Search Traffic looking year-over-year. June's organic sessions are a **19.1% decrease** from June 2020.

The top 10 organic landing pages in June were:

- /profile/pier-60-clearwater-beach/139755
- /communities/clearwater
- /events-festivals
- /
- /current-beach-conditionss
- /communities/clearwater-beach
- /article/fort-de-soto-park
- /communities/st-pete-beach
- /profile/johns-pass-village-boardwalk/138598
- /communities/treasure-island



Q2 SEO Report

The Data Studio Q2 SEO Report is available [here](#).

Content Updates & Email Performance



June Content Updates

New Articles/Significant Updates


- District Pages
- District Mural Pages

Small Changes to Existing Content

- Update New Restaurants Article
- Update New Hotels & Fresh Renovations
- Update CMA Page
- Update Dali Page

Contribute to Media Articles & Other Promotions


- Nativo
- Outcoast
- TravelZoo
- Expedia Summer Co-Op
- ESTO Award Entry



Warehouse Arts District Association

Skyway Marina District Business Association

Grand Central District Association



North Shore Historic District


Sewing Seas by Taj Francis, Central Arts District

Tarpon Springs Historic District

Low Bros SHINE 2019 Mural, Edge District

Pass-a-Grille Historic District

Mask Off, Edge District



Murals in the Waterfront Museum District


It's no surprise that St. Pete's Waterfront Museum District is home to wonderful museums. You'll find its colorful array of murals and street art intriguing, too.

St. Pete Clearwater

Low Bros SHINE 2019 Mural, Edge District

Pass-a-Grille Historic District

Mask Off, Edge District



Mangroves

St. Pete Clearwater

Low Bros SHINE 2019 Mural, Edge District

Pass-a-Grille Historic District

Mask Off, Edge District

VSPC June 2022 E-News Performance

Email Subject Line: Your Summer Travel Planning Just Got Easier!

Featured Partner: DoubleTree Beach Resort by Hilton

Sponsored Content: Wyndham Grand Clearwater Beach

Send Date	6/9/22
Total Delivered	199,795
Sessions	938
Bounce Rate	62%
Total Unique Clicks	1,678
Total CTR	0.84%
Featured Clicks	572
Sponsored Clicks	258
Opt Outs	446

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BEACHES OUTDOORS ARTS

Explore Our Gulf Coast

LIFE'S REWARDS

Streaming Now: Life's Rewards Season 2

Looking for an exciting way to explore our beautiful Gulf Coast and discover more fun things to do, places to see and attractions to visit? You can now watch the second season of *Life's Rewards*, a dramedy series filmed entirely in St. Pete/Clearwater!

WHERE TO WATCH

FEATURED PARTNER

DoubleTree Beach Resort by Hilton

Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning Beachfront Resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

ESCAPE NOW!

New Brewery Opens on Clearwater Beach

Stop in at 3 *Daughters Brewing* on Clearwater Beach to sample exclusive small-batch brews like Strawberry or Beach Blonde. You'll also soak in beautiful views of both the Intracoastal Waterway and Pier 60 on the Gulf.

WATCH NOW

SPONSORED CONTENT

Wyndham Grand Clearwater Beach

Experience Well-Being on the Gulf Coast

Take your mind and spirit where it needs to be. Restore and relax with the Wellness Experience at Wyndham Grand Clearwater Beach. Package includes **15% off your stay**, a CBD-infused massage and more.

PLAN YOUR GETAWAY

Spend a Day at Clearwater Marine Aquarium

Meet dolphins, sea turtles, water birds and more incredible species at this favorite local attraction and marine animal hospital in Clearwater. Take the family on a guided boat tour, check out CHA's new dolphin habitat and so much more!

PLAN YOUR VISIT

can't-miss events

Ongoing

\$6 Sundays at the St. Petersburg Museum of History

Love learning about history? Check out cool exhibits such as the Flight One Gallery, Sunshine City Gallery and more.

June 1 - 30

St Pete Pride Month-Long Festival

Florida's largest Pride event returns to St. Pete for its 20th anniversary this month, check out everything planned!

July 23 - 23

1st Annual Suncoast Ladies' Classic

Come out for the 1st annual offshore ladies' fishing tournament near Marina Cantina in Clearwater.

October 13 - 16

Clearwater Jazz Holiday Festival

Don't miss out on attending the 42nd annual Jazz Holiday Festival in Clearwater! The official festival lineup will be announced soon.

Check Out Our Latest Videos!

Unwind & Be Kind

Explore Central Ave.

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VSPC June 2022 Industry Emails

Send Date	Email	Sent	Delivered	Click-to-Open Rate	Bounce Rate	Total Clicks	CTR	Opt-Outs
6/24 (Day.)	Industry Update Subject Line: 2022 Gulf to Bay Magazine Released, Best Of Winners Announced!	3,111	3,060	12.1%	49%	99	3.24%	1

ActOn Database Sign-ups

June Growth

- Total ActOn List Growth*: 557
- Webform Sign-ups: 115
- Giveaway Sign-ups: n/a



*Includes email sign-ups and unsubscribes

Video Performance



Recap of Video Success Metrics

Industry Standards for Web & Social Video (not ads or longer form)

- Average Percentage Viewed: 50%
- Audience Retention: 30%
- Engagement Rate: 4%
- Average CTR: 3%

VSPC's Definition of a Successful Video*

- At least **2,500** views per video in first 7 days with media support (3-second for consistency across platform measures)
- At least **100** engagements per video in first 7 days with media support (likes, shares, comments)
- **60%** average percentage viewed

** Please note, these definitions are currently being discussed and may be updated for next month's report.*

VSPC Facebook Video Performance in June

*Data pulled as of 7/6/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
Second Saturday Art Walk	June 7	727 views	822	27.4/daily avg.	0:03	35 Reactions 5 Shares 3 Comments
A Proud Community - LGBTQ+ Travel	June 15	643 views	2,362	107.4/daily avg.	0:08	74 Reactions 6 Shares 12 Comments
St. Pete's Districts	June 20	196 views	199	11.7/daily avg.	0:13	24 Reactions 2 Shares 0 Comments
St. Pete's Districts: Grand Central	June 22	1,608 views	1,796	119.7/daily avg.	0:07	104 Reactions 13 Shares 15 Comments

VSPC Facebook Video Performance in June

*Data pulled as of 7/6/22

Video Titles	Date Published	First 7 Days' Views	Total Video Views (3+ seconds)	Avg. Daily Views [Total/Days Live]	Avg. Minutes Viewed	Engagement Metrics
St Pete's District: MLK North	June 29	1,104 views	1,161	145.1/daily avg.	0:06	55 Reactions 5 Shares 2 Comments
St Pete's District: St Pete Pier	June 23	5,386 views	7,242	517.3/daily avg.	0:08	800 Reactions 132 Shares 57 Comments

June Video Analysis

The monthly Digital Media Data Studio dashboard is available [here](#). NOTE: No Miles produced videos for IG and YouTube this month.

Video Analysis

- Most viewed video (based on 7-day views, aggregated across channels): St Pete's District: St Pete Pier
- Most watched video (based on average % watched, aggregated across channels): St. Pete's Districts
- Most engaged-with video (based # of likes, comments, shares): St Pete's District: St Pete Pier
- Video of the Month: St Pete's District: St Pete Pier

Learnings

- The District videos outperformed all other styles of content on this month for FB
- Viewers seem to like content about what there is to do in various areas around SPC
 - Communities videos have also historically done well, could be name recognition of certain cities or audiences looking for content that is similar to a trip guide.
- Average watch time per video is low on FB, could be an interesting area to test short vertical snippets similar to what Jimmy has been experimenting with on IG.

Takeaways



Takeaways/Next Steps

- With Beach Conditions generating such a big volume of traffic in June of 2021, and most of that really related to Red Tide information, the team has developed ways to enhance the page's content to provide other useful information to potential site visitors. Having the page perform well (regardless of Red Tide) could potentially help drive additional traffic.
- Content will always be the biggest factor in driving Organic Traffic and great engagement, and should continue to be a focus for the team. SEO results for competitor's sites indicate some significant declines over the past 12 months, with VSPC edging narrowly into the top position this month (July). This is an ideal time for a strong effort to gain SEO to help maintain VSPCs top position for many key performance indicators, and would likely lead to traffic gains as well over time, reduce Bounce, and enhance other engagement metrics.



SEMrush Estimated Organic Traffic Performance for Competitive Gulf DMOs